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P-002649/2024

Answer given by Executive Vice-President Virkkunen
on behalf of the European Commission
(15.1.2025)

The Commission is closely monitoring market developments around Artificial Intelligence (AI) technologies. The Commission is committed to ensuring that AI use in the EU advances in line with the law and in particular the Digital Markets Act¹ (DMA) to preserve contestability and fairness in digital markets while incentivizing further innovation in safe and trustworthy AI systems.

As to the specific questions by the Honourable Member, the Commission notes that the integration of AI into or their use with the core platform services (CPS) of designated gatekeepers already gives rise to obligations under the DMA. When gatekeepers deploy AI systems in this way, they need to ensure compliance with the specific provisions which are applicable to the CPS, such as the provisions concerning processing, combining, or cross-using personal data.

The DMA has also introduced specific obligations for gatekeepers regarding intended concentrations to bring transparency to acquisition by gatekeepers and to enable early intervention where necessary.

Should the use of AI systems, including generative AI, undermine the fairness or contestability of digital markets, Article 19 of the DMA allows the Commission to investigate and act, such as by supplementing obligations by delegated act or via a legislative proposal to add new core platform services. The Commission will make full use of the tools provided by the DMA, where necessary.

¹ <https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32022R1925>