



General-Purpose AI Code of Practice

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EUTA brings together leading European digital champions and scaleups from diverse sectors, business models, and sizes. Our members have expanded across the EU by leveraging the power of artificial intelligence (AI) to drive innovation, enhance products and services, optimise operations, and better serve their customers.

In today's increasingly unstable global environment and amid unprecedented economic challenges, maintaining a vibrant, digital, and innovative ecosystem is more critical than ever. To achieve this, we need a regulatory framework that establishes clear, consistent, and predictable rules for AI development, testing, and usage. This framework must guarantee safety and respect for fundamental rights while fostering, rather than hindering, innovation. It is important to prioritise clear regulations that address proven harms over precautionary rules that seek to mitigate potential risks.

As highlighted in the Report on European Competitiveness by Mario Draghi, the EU still has the potential to lead in AI development. However, to realise this potential, it must avoid overregulation and ensure harmonisation and consistency within the Single Market—an objective EUTA fully supports.

In terms of General Purpose AI (GPAI) models, EUTA advocates for a harmonised global approach regarding the amount and type of information GPAI providers should disclose.

We also wish to emphasise the significant resources required for developing these models, including computing power, data, and talent. Currently, only a few well-resourced global actors, predominantly based in the US, have released such models. In the future, we hope to see more European actors, including EUTA members, emerging in this space.

Excessive regulation of foundation models and general-purpose AI could be manageable for well-established players but would significantly disadvantage smaller European developers aiming to compete. We must avoid regulatory scenarios that favour incumbents at the expense of innovation.

Responsibilities should be distributed fairly and pragmatically across the value chain. Obligations should be placed on the actors best equipped to meet them without undue effort. AI deployers, for instance, should not be penalised for non-compliant components provided by upstream developers. Rules governing foundation models and general-purpose AI should foster better collaboration between developers and deployers. An indiscriminate, prescriptive approach across

the entire value chain would stifle European innovation and benefit non-European, vertically integrated companies.

The European AI framework should also recognize that European tech companies heavily rely on open-source AI components for innovation. To support the growth of European champions in GPAI, regulatory obligations throughout the supply chain should be kept minimal, maintaining a risk-based approach and promoting effective collaboration among AI system developers.

About the European Tech Alliance

EUTA represents leading European tech companies that provide innovative products and services to 500 million users¹. Our 30 EUTA member companies from 14 European countries are popular and have earned the trust of consumers. As companies born and bred in Europe, for whom the EU is a crucial market, we have a deep commitment to European citizens and values.

With the right conditions, our companies can strengthen Europe's resilience and technological autonomy, protect and empower users online, and promote Europe's values of transparency, rule of law and innovation to the rest of the world.

The EUTA calls for boosting Europe's tech competitiveness by having an ambitious EU tech strategy to overcome growth obstacles, making a political commitment to clear, targeted and risk-based rules, and enforcing rules consistently to match the globalised market we are in.

Our members



Contact

Visit us at www.eutechalliance.eu.

¹ It reflects users, consumers and business customers from EUTA member companies, per year. It includes overlaps but illustrates the reach and impact of our services.