

Google's potential conduct requirements in search and search advertising services under the UK Digital competition regime

The potential conduct requirements can unlock access points to Google's services but can also unduly distort the competition process in AI-related services. The CMA should implement its requirements in a timely and careful manner.

EXCLUDING COMPETITORS

- Restrict Google's ability to leverage its dominant position
- Limit how Google uses data collected through one service
- Mandate process for handling business complaints
- Prevent undue discrimination in search rankings

PREVENTING EXPANSION IN AI

- Restrict Google's ability to use data crawled for search purposes in developing and fine-tuning AI models
- Prevent Google from giving preferential prominence to its IA services



EXPLOITING USERS AND PUBLISHERS

- Mandate user and publisher's consent for data collection and use
- Ensure users can make an effective choice
- Mandate user data-sharing

PROMOTING COMPETITORS

- Mandate sharing of critical search data (e.g., web index, click, or query data)
- Improve competitors' ability to secure key access points
- Require the presentation of choice screens