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EU Opens Proceedings Into Google's Data Sharing and AI Access on Android

The European Commission has launched two investigations into Google's parent company Alphabet to ensure the tech giant fully complies with the bloc's Digital Markets Act (DMA).

The probes focus on [whether Google is adequately sharing its technology and data with competitors](#), particularly in the fast-growing field of artificial intelligence.

The first investigation examines Google's obligations to make Android's features accessible to third-party developers. Under Article 6(7) of the DMA, Google must allow rival companies free and effective access to both hardware and software features on Android devices—the same tools that power Google's own AI assistant, Gemini.

Regulators want to ensure competing AI providers can offer similar functionality on mobile devices, preventing Google from maintaining an unfair advantage through its control of the Android operating system.

The second probe concerns [Google's search engine data](#). Article 6(11) of the DMA requires Google to share anonymized information—including search rankings, user queries, clicks, and page views—with rival search engines under fair and reasonable terms.

The Commission will clarify what data must be shared, how it should be anonymized, and whether providers of AI chatbots qualify for access. The goal is to help smaller search engines and AI services compete more effectively with Google's dominant search platform.

"Artificial Intelligence tools are transforming the way we seek and receive online information on our smartphones and even

how we interact with our devices. This creates new opportunities. We want to maximise the potential and the benefits of this profound technological shift by making sure the playing field is open and fair, not tilted in favour of the largest few" said Teresa Ribera, Executive Vice-President for Clean, Just and Competitive Transition in a written statement. "With today's proceedings we want to help Google by explaining in more detail how it should comply with its interoperability and online search data sharing obligations under the Digital Markets Act" she concluded.

The Commission expects to issue preliminary findings within three months and reach conclusions within six months. Third parties will have the opportunity to comment on non-confidential summaries of the findings.

Google has expressed concerns that the requirements could compromise user privacy and security while potentially stifling innovation. The company noted it already shares some search data with competitors.

"Millions of Europeans rely daily on online search engines, and increasingly on AI services. Today's proceedings under the Digital Markets Act will provide guidance to Google to ensure that third-party online search engines and AI providers enjoy the same access to search data and Android operating system as Google's own services, like Google Search or Gemini" stated Henna Virkkunen, Executive Vice-President for Tech Sovereignty, Security and Democracy in a press release. "Our goal is to keep the AI market open, unlock competition on the merits and promote innovation, to the benefit of consumers and businesses".

The DMA aims to ensure contestable and fair markets in the digital sector. It regulates gatekeepers, which are large digital platforms that provide an important gateway between business users and consumers, whose position can grant them the power to create a bottleneck in the digital economy.

On [6 September 2023](#), the European Commission designated Google Inc.'s Google Search, Google Play, Google Maps, YouTube, Google Android operating system, Google Chrome, Google Shopping and its online advertising services as core platform services. Google has had to fully comply with all applicable DMA obligations in respect of the designated services since [7 March 2024](#).

The Commission has published an [annual report](#) on the implementation of the DMA and the progress made towards achieving its objectives.

While these proceedings don't assume Google has violated the rules, continued non-compliance could result in substantial fines.

