

August 5, 2020

The Honorable Russell Vought
Director
Office of Management and Budget
725 17th Street NW
Washington, DC 20503

Dear Director Vought:

The undersigned trade and business associations, representing a diverse cross-section of the American business community, write in strong support of the Office of Management and Budget's ("OMB") draft "Guidance on the Regulation of Artificial Intelligence Applications" ("Guidance"). The finalization and implementation of the Guidance is essential to furthering U.S. leadership in the development and deployment of artificial intelligence ("AI") applications and to broadly maintaining U.S. economic competitiveness globally.

AI is a transformative technology, and is enabling new and innovative solutions for consumers, strengthening U.S. competitiveness globally, and providing significant benefits to American society. To ensure that the opportunities presented by AI can be fully realized, a government-wide, consistent, and pro-innovation regulatory approach is essential. The Administration has demonstrated decisive leadership and created a pathway for responsible stewardship of AI applications through its Executive Order on "Maintaining American Leadership in Artificial Intelligence" in February 2019 and the promulgation of the draft Guidance in January 2020.

However, U.S. global leadership is not guaranteed, as other economies seek to set the rules of the road for the development and use of AI. Following the release of its white paper in February, the European Commission is expected to unveil AI legislation in early 2021. Likewise, the People's Republic of China has taken a number of early steps to assert leadership in this critical technology through the development of domestic AI standards and its attempts to shape global data governance in bilateral, regional, and multilateral fora. China's ambition is nothing short of becoming the "world's primary AI innovation center" by 2030. Numerous other countries are also in various stages of developing their own AI national strategies and regulatory frameworks. Combined, these developments could result in a world of multipolar regulatory regimes, potentially complicating efforts to advance international cooperation and regulatory harmonization.

The Guidance, the subsequent agency plans, and continued implementation and adherence to the approach taken by the Guidance are critical steps to strengthening the U.S. position globally in the development and deployment of AI applications. In addition, U.S. leadership in the governance of AI is necessary to ensure that AI is developed and deployed globally in a manner consistent with American values. To further these objectives, the business community recommends that the Administration take the following steps:

1. Finalize the draft Guidance in a timely manner that provides for stakeholder consultation and ensures that federal agencies can implement the Guidance by the end of 2020. Given the condensed timetable, the Administration may want to consider pursuing an abbreviated stakeholder comment period.
2. Ensure, to the greatest extent practicable, that all federal agencies implement the Guidance, including independent agencies.
3. Utilize the final Guidance to highlight the U.S. approach to AI regulation in international bodies, consortiums, and other fora, and cultivate international support for the U.S. approach.

The business community stands ready to partner with the Administration on this topic and support its efforts, domestically and internationally, to craft policies that supports the responsible development and deployment of AI.

Sincerely,

ACT | The App Association
AdvaMed
American Bankers Association
American Property Casualty Insurance Association
American Trucking Associations
Association of Unmanned Vehicle Systems International
BSA | The Software Alliance
Business Roundtable
Coalition of Services Industries
Computer and Communications Industry Association
Consumer Technology Association
CTIA
Information Technology Industry Council
Internet Association
National Association of Manufacturers
National Association of Mutual Insurance Companies
NCTA - The Internet & Television Association
Security Industry Association
USTelecom – The Broadband Association
U.S. Chamber of Commerce

cc: Paul Ray, Administrator, Office of Information and Regulatory Affairs
Dom Mancini, Deputy Administrator, Office of Information and Regulatory Affairs
Michael Kratsios, Chief Technology Officer, Office of Science and Technology Policy
Lynne Parker, Deputy Chief Technology Officer, Office of Science and Technology Policy