

# The Technology 202: Google's Sundar Pichai is the latest tech titan to embrace regulation | The Washington Post

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The hottest trend among Silicon Valley executives is embracing regulation. As long as the rules are written on their terms.

Sundar Pichai, the new chief executive of Google's parent company Alphabet, was the latest tech titan to jump on board: He [wrote in](#) the Financial Times yesterday that "there's no question in my mind that artificial intelligence needs to be regulated."

"There are real concerns about the potential negative consequences of AI, from deepfakes to nefarious uses of facial recognition," Pichai wrote. "While there is already some work being done to address these concerns, there will inevitably be more challenges ahead that no one company or industry can solve alone."

[...]

Source: [The Technology 202: Google's Sundar Pichai is the latest tech titan to embrace regulation - The Washington Post](#)