



HOUSE OF LORDS

Baroness Keeley
Chair of the Communications and Digital Committee
House of Lords
London
SW1A 0PW
Email: holcommunications@parliament.uk

Sarah Cardell
Chief Executive
Competition and Markets Authority
The Cabot
25 Cabot Square
London
E14 4QZ

17 June 2026

Dear Ms Cardell,

I am writing as Chair of the Communications and Digital Committee to welcome the decision by the Competition and Markets Authority (CMA) to impose a new conduct requirement on Google in relation to its search services under the digital markets competition regime.¹

In our report *AI, copyright and the creative industries*,² we supported the CMA's proposals to introduce conduct requirements for Google's search services following its designation with strategic market status (SMS) in October 2025.³ We said that such measures would need to ensure that publishers have meaningful technical control over whether their content is used for Google Search, AI training, and retrieval-augmented generation or "grounding" features across Google's products.

The CMA's recent decision is a significant step towards that goal, and has been welcomed by stakeholders.⁴ In the context of the CMA's intervention, Google has announced new controls enabling website owners to manage whether their sites appear in, and help ground,

¹ Competition and Markets Authority, [Press Release: CMA secures fairer deal for publishers and improves Google search services in UK](#), 3 June 2026

² Communications and Digital Committee, [AI, copyright and the creative industries](#) (4th Report, Session 2024–26, HL Paper 267)

³ Competition and Markets Authority, [Press Release: CMA confirms Google has strategic market status in search services](#), 10 October 2025

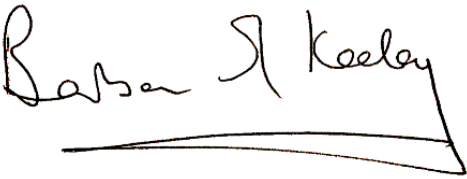
⁴ See, for example, Publishers Association, [CMA conduct requirements for Google search: Publishers Association statement](#), 3 June 2026; News Media Association, [NMA Responds To CMA Conduct Requirement For Google Search](#), 3 June 2026.

generative AI Search features.⁵ Google has said that these controls will first be tested with a subset of UK website owners, before wider global rollout.

This outcome demonstrates the potential of UK digital markets regulation, when implemented effectively, to lead from the front and secure practical changes from the largest technology firms. The importance of this should not be underestimated. As such, we now urge the CMA to progress the wider digital markets regime with the same level of determination and robustness.

The impact of the new conduct requirement will depend on effective monitoring and enforcement, as well as the CMA's willingness to act if Google's actions do not deliver the meaningful control for publishers that we called for in our report. Building on our previous work on digital competition issues, we will be following the outcomes of this intervention closely. We look forward to continued engagement with the CMA and other stakeholders on this, as well as on the implementation of the wider digital markets regime, in the coming months.

Yours sincerely,

A handwritten signature in black ink, reading "Baroness Keeley". The signature is written in a cursive style with a long, sweeping underline that extends to the right.

Baroness Keeley

Chair, Communications and Digital Committee

⁵ Google, [New opportunities, control and insights for website owners](#), 3 June 2026