

## EETGroup AI Company Policy

### 1. Introduction

At EETGroup, we are committed to utilizing artificial intelligence (AI) technologies responsibly and ethically in all aspects of our operations. This policy outlines our approach to the development, deployment, and use of AI to ensure that it aligns with our values, complies with legal and regulatory requirements, and contributes positively to society.

### 2. Ethical Principles

a. **Transparency:** We will strive to be transparent about the use of AI in our products and services, providing clear explanations of how AI systems make decisions and their potential impact on users.

b. **Fairness:** We will ensure that our AI systems are designed and implemented to be fair and unbiased, taking into account the diversity of our users and stakeholders.

c. **Accountability:** We will establish mechanisms for accountability in the development and deployment of AI, including clear roles and responsibilities for decision-making and oversight.

d. **Privacy and Data Protection:** We will prioritize the privacy and data protection rights of individuals, adhering to relevant laws and regulations governing the collection, use, and sharing of personal data.

### 3. AI Development and Deployment

a. **Data Quality:** We will use high-quality data to train our AI systems, taking steps to prevent bias, errors, and inaccuracies that could impact the performance and fairness of the systems.

b. **Model Evaluation:** We will rigorously evaluate the performance of our AI models before deployment, assessing their accuracy, fairness, and potential impact on users.

c. **Human Oversight:** We will maintain human oversight of AI systems, ensuring that trained professionals are involved in monitoring their performance, addressing issues, and making decisions when necessary.

d. Continuous Improvement: We will continuously monitor and improve our AI systems, incorporating feedback from users, stakeholders, and experts to enhance their effectiveness, fairness, and transparency.

#### 4. User Education and Empowerment

a. Training and Awareness: We will provide training and awareness programs for our employees, clients, and stakeholders on the responsible use of AI, including its capabilities, limitations, and ethical considerations.

b. User Control: We will empower users to understand and control their interactions with AI systems, providing options for customization, consent, and feedback.

#### 5. Compliance and Governance

a. Legal and Regulatory Compliance: We will comply with all applicable laws, regulations, and industry standards related to the development, deployment, and use of AI, including but not limited to data protection, privacy, and discrimination laws.

b. Internal Governance: We will establish internal policies, procedures, and mechanisms for governance and oversight of AI initiatives, ensuring alignment with our ethical principles and business objectives.

#### 6. Conclusion

This AI company policy reflects our commitment to leveraging AI technologies responsibly and ethically to enhance our products and services while safeguarding the rights and interests of our users and stakeholders. We will regularly review and update this policy to reflect evolving best practices, regulatory requirements, and societal expectations.

Signed: Oriana Gowie

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