1. AI Ethics Principles

Samsung Electronics' Commitment to AI Ethics Principles

Samsung Electronics is committed to AI ethics principles. We aim to create human-centered devices that are safe, helpful and continuously learning through AI technology, whenever and wherever they are used.

To contribute to humanity through AI, all employees at Samsung Electronics will uphold the AI ethics principles of 'Fairness', 'Transparency', and 'Accountability' in developing and using AI.

✓ Fairness

- We support human rights, fairness, and diversity throughout the AI system lifecycle.

- We are committed not to reinforcing nor propagating unfair bias.

- We endeavor to provide AI that is easily accessible to all users.

Respect for Human Rights

We will uphold human rights throughout the AI system lifecycle. Samsung Electronics respects international standards on human rights including International Bill of Human Rights and the UN Guiding Principles on Business and Human Rights (UNGPs). In that regard, Samsung Electronics announced Samsung Electronics Global Human Rights Principles. We will respect and uphold human-centered values including human dignity, autonomy, basic rights on human life and safety, and freedom of expression and information.

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Respect for Fairness and Diversity

We respect fairness and diversity throughout the AI system lifecycle. In particular, we will work to avoid discrimination against any individual or group based on gender, ethnicity, nationality, income, sexual orientation, political or religious belief or other factors.

Avoiding Unfair Bias

We will strive to ensure that AI does not promote or reinforce unfair bias. We will minimize any bias based on gender, ethnicity or other factors from the data collection stage. In addition, we will support technology research in developing a verification tool to detect and eliminate bias.

Inclusiveness and Accessibility

For all humanity to enjoy the benefit of AI, we are committed to AI that anyone can easily access. We will support accessibility features development and research to enable all users to use AI products or services conveniently regardless of their gender, physical abilities or other factors.

✓ Transparency

- We enable users to be aware that they are interacting with AI.

- We support AI that is explainable to the extent technically feasible.

- We support to protect AI service users' privacy.

Transparency

We enable users to be aware that they are interacting with AI. We will inform that AI should not represent itself as a human to the user and notify the user that the product or service uses AI.

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Explainable AI

We support AI that is explainable to the extent technically feasible. We will try to provide an explanation to users as to the purpose, functions and limits of the AI in a language that they understand.

Personal Data Protection

In operating the AI system, Samsung Electronics collects and uses the minimum amount of data transparently and safely, and respects users' choices. Also, we preemptively implement strong security technologies to protect personal information against risks.

✓ Accountability

- We strive to fulfill the social responsibility of the AI system.

- We strive to ensure the AI system to be safe and secured.

- We strive to make contributing to society through AI.

Social Responsibility

We are committed to fulfilling the social responsibilities of the AI system. Related employee guidelines and training are in operation to identify the social impact of the AI system and to self-check AI ethical issues accordingly.

Safety and Security

We support the safety and security of information at each level of the AI system. We strive to ensure appropriate risk in proportion to the level of risks that AI can bring. We operate the security process to avoid vulnerabilities from being attacked such as hacking.

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Contribution to Society Through AI

We advocate a contribution to society through AI to be a corporate culture. We enhance awareness of the importance of AI ethics with trainings and continue to review if we can contribute to society in any aspects through our AI tasks being developed and researched.

2. Implementation of AI Ethics Principles

Samsung Electronics has implemented a specific and actionable guide to practice AI ethics principles of fairness, transparency, and accountability, and formed an AI Ethics Council to operate its own inspection process.

Samsung Electronics' Commitment to Adhere to AI Ethical Guidelines

Fariness	Transparency	Accountability
- Developing AI system accessible for all customers in line with Samsung Electronics' accessibility standards	- Compliance with Samsung Electronics' Personal Information Protection Policy	- Providing an AI Ethics Implementation Guide and conducting mandatory training for employees
- Evaluation of fairness and bias in data used by AI by providing a self-diagnosis checklist	- Enabling users to be aware of interactions with AI systems	- Operating an AI Ethics Council
- Monitoring and alert function in case of fairness violation such as bias in AI service provision	- Monitoring on Writing Model Card and Data Card	- Operation of an AI Red Team for AI safety verification and risk mitigation
		- Continuously collaborating with industry, academia, civil society, and government by participating in AI Summits

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✓ Fairness

- Compliance with Samsung Electronics' accessibility Standards

Our Accessibility Council works to improve accessibility for all customers using our products and services. We are developing an inclusive AI system so that all stakeholders can use our products and services equally and conveniently.

- Evaluation of fairness and bias in data

The data utilized and generated by AI is checked for any biased content such as race, gender, or age through a self-diagnosis checklist. Any data containing biased content will be discarded. After that, we operate a feedback process to ensure that the same biased data is not used or generated again.

- Monitoring and alert function in case of fairness violation

Samsung Electronics has established monitoring and alert functions against violations of fairness. In particular, if there is a risk of violation of fairness such as occurrence of bias in AI services provided by Samsung Electronics, the monitoring/alert function will work to prevent serious violations from becoming reality.

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✓ **Transparency**

- **Compliance with Samsung Electronics' Personal Information Protection Policy**

Samsung Electronics complies with its privacy policy by collecting and using personal information to the minimum extent necessary for its intended purpose in a transparent manner, ensuring safe use while respecting user choice. It has established and is operating a process to check for any infringement of personal information throughout the entire data collection, processing, and utilization process related to AI, applying strong security technologies to protect the data securely.

- **Enabling users to be aware of interactions with AI systems**

Samsung Electronics strives to enhance users' awareness and understanding of AI systems by guiding developers and other employees to ensure that users are aware of their interactions with or usage of AI systems from the design stage onwards. Additionally, it explains the purpose and functions of AI systems in clear language understandable by various stakeholders, as well as any special attention required or limitations.

- **Monitoring on Writing Model Card and Data Card**

Our company recognizes its responsibility to ensure transparency throughout the development process and establish a principled approach. To achieve this, we have created standardized forms and guidelines for documenting data-related information, as well as the development and evaluation procedures for AI models and services, which are aligned with our AI ethics principles.

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✓ **Accountability**

- **AI Ethics Implementation Guide and AI Ethics Training for Employees**

· **Providing AI Ethics Implementation Guide**

The internal guidelines and checklists provided guide how employees can implement AI ethical principles in the process of designing, developing, distributing, implementing, and operating products and services utilizing AI technology.

· **Mandatory AI Ethics Training for Employees**

We are training our employees to enhance their understanding of AI ethics and awareness of its importance. The training includes global trends of AI ethics and regulation and AI ethics guidelines for the workforce.
Special AI ethics training courses have been newly open for internal AI experts, and AI ethics training is mandatory for all employees since 2024.

- **AI Ethics Council**

Samsung Electronics operates an AI Ethics Council with relevant departments such as Samsung Research and Compliance Team for support, education, and supervision of the development process and developer tools in line with the AI ethics principles. Important issues of the AI Ethics Council are reported to and discussed by the Sustainable Management Committee under the board of directors, and continuous efforts are made to establish and develop a culture of ethical AI development.

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- Operation of AI Red Team

We have formed an AI Red Team for AI safety verification to perform safety verification and risk mitigation activities on major risks related to generative AI (inducing model functional errors, misuse of generated results, personal information leakage, creation of harmful content, bias, generation of dangerous information, etc.).

- Partnership for AI Ethics

Samsung Electronics cooperates with multiple stakeholders to promote the understanding of AI's social impacts and to utilize AI technology in a responsible manner. We are communicating with experts from academia, research institutes, and industries to establish the right policies by participating in the "Industrial Artificial Intelligence Standardization Forum" organized by the Korean government. The forum promotes standardization to establish evaluation criteria and ethics guidelines for AI reliability; to accumulate high-quality data; and to secure inter-operability by AI-applied industry. Samsung Electronics is also participating in the "Artificial Intelligence Ethics Standardization Forum" and contributing to ultimately creating a good AI ecosystem by understanding trends in AI-advanced countries and global standardization and developing and distributing AI ethics guidelines suitable for domestic circumstances.

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