

Ethical Principles for **ARTIFICIAL INTELLIGENCE**



Prudential

Artificial intelligence (AI) is a technology which enables computer systems to accomplish tasks that traditionally have required human intelligence. Examples range from gathering information to analyzing data by running a model to machine learning to automated decision-making systems. As a leading life insurer and asset manager with the purpose of making lives better by solving the financial challenges of our changing world, Prudential believes that leveraging powerful technology, such as AI, helps us create and preserve value for our customers, employees, and investors. Consistent with our leadership in financial services for over 140 years, Prudential has adopted the following principles as part of our commitment to our global stakeholders. These principles shall provide the foundation for trust and transparency throughout our design, development, purchase, deployment, and use of AI. Prudential may update this guidance periodically to keep pace with this fast-moving, evolving field.

- 1. Value Alignment:** We will align our design, development, purchase, deployment, and use of AI with our purpose of making lives better by solving the financial challenges of our changing world, as well as our Company principles and core values.
- 2. Transparency:** We will provide transparency over the collection and use of personal information.
- 3. Fairness:** We recognize that distinguishing from fair and unfair biases is not always simple and differs across cultures and societies. We will endeavor to avoid creating or reinforcing unfair biases, unintended consequences, and unlawful discrimination.
- 4. Accountability/Human-In-Command:** We also acknowledge that, as designers and users of AI systems, we are stakeholders in the ethical and moral implication of their use, misuse, and actions, with a responsibility and opportunity to shape those implications. We recognize that human beings should retain control over and responsibility for AI, as well as ensure that AI systems are empirically derived and statistically sound.
- 5. Compliance:** We will comply with applicable laws, regulations, and Company policies.
- 6. Privacy and Security:** We will incorporate our privacy and cyber-security principles in the design, development, deployment, and use of AI, including conducting impact and risk assessments, as appropriate.
- 7. Governance and Controls:** We will establish governance mechanisms to provide legal and strategic oversight over Prudential's design, development, deployment, and use of AI. In addition, we will take reasonable steps to build appropriate AI Ethics controls into our business practices and processes (sometimes referred to as "AI Ethics by Design").