

Ethical Principles for **ARTIFICIAL INTELLIGENCE**



Prudential

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 artificial intelligence products (AIPs), helps us create and preserve value for our customers, employees, and investors. Consistent with our leadership in financial services for nearly 150 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, testing, monitoring, validation, purchase, deployment, and use of AIPs. Prudential may update this guidance periodically to keep pace with this fast-moving, evolving field.

OUR PRINCIPLES

- 1. Value Alignment:** We will align our design, development, purchase, deployment, and use of AIPs 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. Accountability/Human-in-Command:** We also acknowledge that, as designers and users of AIPs, 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 AIPs, as well as ensure that AIPs are empirically derived and statistically sound.
- 3. Transparency:** We will provide transparency regarding our use of AIPs, including whether and how AIPs are used, and the collection and use of personal information, where necessary and appropriate.
- 4. Fairness:** We recognize that distinguishing between fair and unfair biases is not always simple and differs across regulations, cultures, and societies. We will avoid creating or reinforcing unintended consequences, such as unfair biases and unlawful discrimination.
- 5. Compliance:** We will comply with applicable laws, regulations, and company policies.
- 6. Privacy and Security:** We will incorporate our data privacy and cybersecurity principles into the design, development, deployment, and use of AIPs, including conducting impact and risk assessments, as appropriate.
- 7. Governance and Controls:** We utilize governance mechanisms which provide legal, ethical, and strategic oversight over Prudential's design, development, deployment, and use of AIPs. 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").