
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 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 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.

Respect for Fairness and Diversity

We respect fairness and diversity throughout the AI 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.

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, 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.
- We strive to ensure the AI 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. Related employee guidelines and training are in operation to identify the social impact of the AI 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. 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.

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 Governance Council to operate its own inspection process.

Samsung Electronics' Commitment to Adhere to AI Ethical Guidelines

<u>Fairness</u>	<u>Transparency</u>	<u>Accountability</u>
- Complying with Samsung Electronics' accessibility policy through the operation of an accessibility consultative body - Providing self-assessment checklists to evaluate the fairness and potential bias of data used by AI - Operating monitoring and alert systems to address bias and other fairness issues in the provision of AI services	- Complying with Samsung Electronics' privacy policy - Enabling users to be aware of interactions with AI - Providing Guidelines for preparing model cards and data cards	- Providing an AI Ethics Implementation Guide and mandatory training for employees - Operating an AI Governance Council - Operating an AI safety check process for AI safety verification and risk mitigation - Collaborating continuously with industry, academia, civil society, and governments through participation in AI summits

✓ 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 so that all stakeholders can use our products and services equitably 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.

- Establishment of monitoring and alert systems against fairness violations

Samsung Electronics has established monitoring and alert systems against violations of fairness. In particular, if a risk of bias or other fairness violations is detected within AI services provided by Samsung Electronics, these systems will proactively intervene to prevent serious violations.

✓ 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

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

- Guidelines for model and data card documentation

Samsung Electronics 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.

✓ **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 Governance Council

Samsung Electronics operates an AI Governance Council with relevant departments such as the AI Strategy Team, Samsung Research, and the Compliance Team. This Council provides support, education, and oversight for AI development processes and developer tools in line with the AI Ethics Principles. Important issues raised by the AI Governance Council are reported to the AI Strategy Council under the supervision of the CEO as part of our continuous efforts to establish and foster a culture of ethical AI development.

- Operation of AI safety check process

Samsung Electronics has established an AI safety check process to perform AI safety check and risk mitigation including AI Red Team for major generative AI risks (e.g., inducing model malfunctions, misuse of generated results, personal information leakage, creation of harmful content, bias, and dangerous information).

- Compliance with International Standards

Samsung Electronics operates a systematic management framework aligned with international standards to provide AI products and services that consumers can trust. In 2023, Samsung Electronics' Digital Appliances Business was the first in Korea to receive certification for the Artificial Intelligence Management System (ISO/IEC 42001) standard. This certification assesses whether organizations responsibly manage AI ethics and risks in the development and provision of AI products and services. The Korea Standards Association (KSA) grants this certification after evaluating whether security, fairness, transparency, and the quality of data and systems are appropriately managed throughout the entire lifecycle of AI-powered home appliances and services, including planning, development, mass production, and disposal.

- Participation in Global Initiatives and Partnerships

In November 2023, Samsung Electronics participated in the world's first AI Safety Summit held at Bletchley Park in the United Kingdom, joining global efforts to

advance AI safety governance. During the summit, participants recognized the importance of developing human-centered and safe AI, as well as the need to identify and address risks associated with the use of AI. The summit also adopted the "Bletchley Declaration," which commits participants to continued discussion and research aimed at strengthening international cooperation on AI safety.

In May 2024, Samsung Electronics participated in the AI Seoul Summit held in Seoul and joined the "Seoul AI Business Pledge." In February 2025, the company also participated in the AI Action Summit held in Paris and fulfilled its commitments under the Seoul AI Business Pledge, including the announcement of its AI Safety Framework. Samsung Electronics works with a range of domestic and international stakeholders to enhance understanding of the social impact of AI and promote the responsible use of AI technologies. The company participates in international AI standardization discussions conducted by the Joint Technical Committee 1 Subcommittee 42 on Artificial Intelligence (JTC 1/SC 42) of the International Organization for Standardization and the International Electrotechnical Commission (ISO/IEC), and continues its efforts to strengthen AI safety and trustworthiness in line with global standards.

Samsung Electronics also participates in the Korea government-led "Industrial Artificial Intelligence Standardization Forum," where experts from academia, research institutes, and industry discuss the development of appropriate AI-related policies. The forum promotes standardization in areas including evaluation criteria and ethical guidelines for trustworthy AI, the accumulation of high-quality data, and interoperability across industries applying AI technologies.