

# AI AND ETHICS

## *What is artificial intelligence allowed to do?*

Artificial intelligence (AI) is often said to have a transformative power comparable to the industrial revolution and will fundamentally change the world. Despite the many potential positive effects, it is important to consider the potentially problematic implications of using AI:

Under what circumstances may AI be used? Where do boundaries need to be drawn? What use cases might be difficult?

Despite the many potential positive effects, it is important to consider the potentially problematic implications of using AI. Under what circumstances may AI be used? Where do boundaries need to be drawn? What use cases might be difficult? And how do you decide?

Since Arvato Systems not only uses AI but also develops it, it is essential to engage intensively with the ethical aspects.

## Our Responsibility

At Arvato Systems, we recognize that the use of artificial intelligence can bring numerous benefits and make life easier. At the same time, we are aware that there are also potential risks and ethical implications that must be taken into account. For this reason, we are actively examining the conditions under which the use of AI is justifiable for us.

We have established a comprehensive set of rules, processes, and measures to ensure that ethical issues related to the development and use of applied AI are appropriately addressed.

### Our Principles

- Privacy and data protection
- Compliance with international law and human rights
- Humans must be able to intervene at any time
- Transparency
- Reliability
- Responsibility



### Our Strategy

We follow clear AI ethics guidelines, train employees on AI ethics, encourage regular dialogue, and have critical applications reviewed by an AI ethics committee. This fosters trust and transparency.



[arvato-systems.com](https://www.arvato-systems.com)

Email: [corporate.responsibility@arvato-systems.de](mailto:corporate.responsibility@arvato-systems.de)

Arvato Systems | Reinhard-Mohn-Straße 18 | D-33333 Gütersloh

