Telefónica

Our
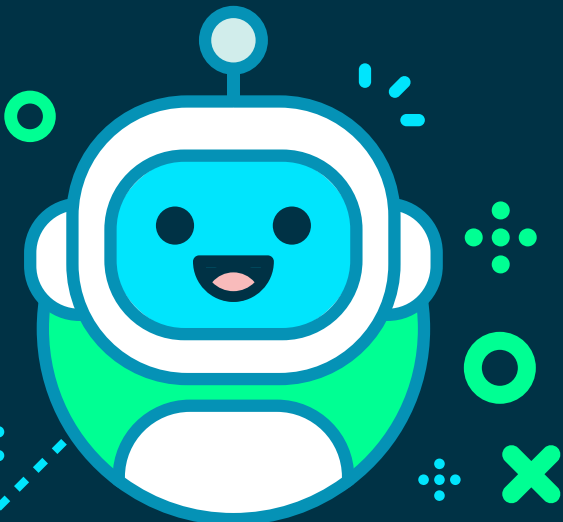# Artificial Intelligence
Principles

Big Data and **Artificial Intelligence (AI)** allow us to transform business, people's lives and society.

With these advances, **we want to improve as a company** at the same time as making the world a better place for everyone. To do so, we are committed to designing, developing, and using an AI that is:

Fair

We ensure that applications **do not lead to biased results and unfair and discriminatory impacts.**
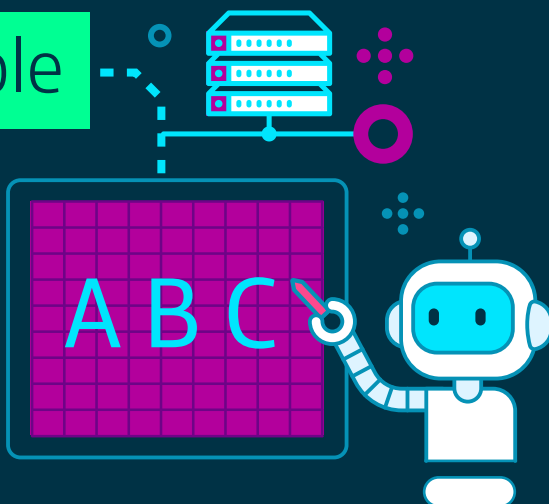
We guarantee that **there are no discriminatory elements** when AI learns and algorithms decide.
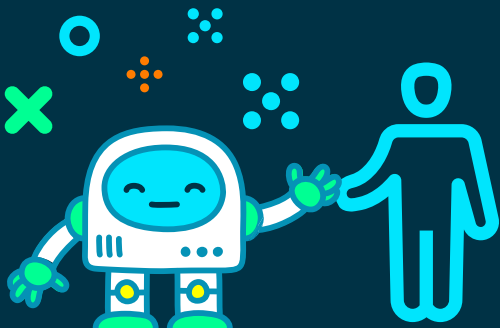
Transparent and explainable

We inform users of the **data that we use and its purpose.**

We take sufficient measures to ensure the understanding of the AI's decisions.

We tell our users when they are interacting with an AI system.

Human-centric

We ensure that **AI always respects human rights.**

We are **committed to the UN Sustainable Development Goals.**

We contribute to **preventing improper use** of technology.

Privacy and security by design

To build Artificial Intelligence systems, **we take special care of information security.**

We respect the right to privacy of people and their data.

With partners and third parties

We confirm the veracity of the logic and the data used by the suppliers.

See here the Principles of AI ›

INTEGRITY › **COMMITMENT** › **TRANSPARENCY**

All our actions are based upon Telefónica's Business Principles