

## **JVCKENWOOD Group AI Policy**

The JVCKENWOOD Group aims to contribute to the realization of a sustainable society through its business activities under the corporate vision “Creating excitement and peace of mind for the people of the world.” The JVCKENWOOD Group understands that AI could have an impact on its stakeholders, directly and indirectly, through its business activities. The JVCKENWOOD Group has established an AI Policy and is working to promote dialogue with stakeholders and promote the use and application of AI.

### **I. Positioning**

The JVCKENWOOD Group has established this policy in accordance with the “Principles of Human-centric AI society” by the Cabinet Office and the OECD’s “Principles on Artificial Intelligence,” and will promote initiatives to utilize and apply AI. This policy describes the concept and responsibility of AI ethics based on the JVCKENWOOD Group Compliance Code of Conduct.

### **II. Scope**

The JVCKENWOOD Group applies this policy to all executives and employees when they use AI or conduct research and development, and reflects this policy in business activities. The Group will also actively encourage all stakeholders in our value chain, including business partners and suppliers that we may influence through our business, to comply with this AI Policy and to take appropriate action.

### **III. AI Policy**

#### **1. Compliance with laws and international norms**

The JVCKENWOOD Group will comply with the laws and regulations of each country and region where we conduct business activities using or applying AI.

#### **2. Respect for human rights**

The JVCKENWOOD Group aims to realize and sustain a human-centered society where human dignity is protected by using and applying AI that leads to the well-being of people in each country and region. The Group also respects basic human rights, prohibits discrimination, and takes the utmost care not to cause any violation of human rights, including privacy.

#### **3. Ensuring safety**

The JVCKENWOOD Group aims to ensure safety in the use and application of AI, and will continuously address security risks such as unauthorized access.

#### **4. Transparency and accountability**

The JVCKENWOOD Group will strive to increase the transparency of AI in products and services that use or apply AI, and to explain the reasons for AI decisions according to the application and circumstances.

#### **5. AI development and human resource development**

The JVCKENWOOD Group will contribute to the development of AI for a better society, and provide education and training to ensure that this policy is understood and effectively implemented in all of its activities.

#### **6. Dialogue with stakeholders**

The JVCKENWOOD Group will actively engage in dialogue with relevant stakeholders during the course of implementing this policy.

May 31, 2022

JVCKENWOOD Corporation

Representative Director of the Board, President and CEO

EGUCHI Shoichiro