DENTSU RESPONSIBLE AI PRINCIPLES

In an era where data, technology, and insights coalesce to fundamentally change the shape of society and redefine the fabric of professional services, dentsu stands at the vanguard, sculpting the future of marketing, advertising, and brand transformation. Our commitment extends beyond the traditional realms of advertising; it encompasses a holistic suite of capabilities that pivot on delivering exceptional experiences. This includes business transformation consulting, driven by data and technology, and anchored in the profound understanding of the consumer journey.

As we navigate the complex interplay of these domains, our Responsible AI Principles serve as an ethical compass, to ensure our AI-driven endeavors not only amplify the impact of marketing and advertising strategies, but also uphold the highest standards of integrity and responsibility in every facet of brand evolution and business transformation.

Herein, we share our key principles and priorities to foster innovation, drive growth, and engender trust, all while maintaining an unwavering focus on the 'experience'—the ultimate touchstone of our industry.

Our Principles:

1. *Accountability and Transparency*. We design, develop, deploy and use AI technologies that provide appropriate opportunities for feedback, as well as relevant and simple explanations for both our clients and the end consumer. Our AI technologies are subject to appropriate human direction, control and independent oversight. We are transparent with our clients in our use of generative AI tools to provide services and collaborate with trusted partners to understand the decision-making processes behind AI-generated output to support ethical and responsible use.

2. *Fairness*. We are mindful that AI algorithms, datasets and their use can reflect and reinforce unfair biases that exist within society. We seek to avoid unjust impacts on people, particularly as related to sensitive characteristics (such as race, gender, sexual orientation, and political or religious beliefs).

3. *Privacy*. As we design, develop, deploy and use AI, we embed a privacy-conscious mindset to create systems that respect the rights and freedoms of the data subject. We prioritize using

anonymized and pseudonymized data, where appropriate, within AI technologies.

4. *Partner and Vendor Oversight*. We exercise due diligence in selecting and monitoring third-party partners and vendors involved in the AI technologies we develop and use for the benefit of our clients.

5. *Safety*. We leverage longstanding enterprise relationships to develop and apply strong safety and security practices to avoid unintended results that create risk of harm. When developing propriety solutions for external release, we first test AI technologies in sandbox-controlled environments and then monitor their operation after deployment.

6. *Accuracy and Compliance with Laws*. We strive to make reliable and accurate information readily available when using AI; and develop and use AI technologies in compliance with governing law and regulation.

7. *AI Literacy*. AI literacy is no longer the domain of the technical team. Through investment in education and training, we develop resources to promote technical literacy among all our staff to build interdisciplinary skills, including ethics, that are essential to us achieving these principles.

8. *AI Sustainability*. We are committed to promoting the sustainable use of AI within dentsu and for the benefit of our clients, seeking to mitigate negative environmental and social impacts in a manner consistent with our corporate principles and sustainability commitments.