



## Orange's Data and Artificial Intelligence Ethical Charter

### Our values

Orange positions itself in its "purpose" as **the trusted player that gives everyone the keys to a responsible digital world**.

This purpose guides Orange in its decisions to serve society and our planet. It determines the link of trust that binds us to our customers and to all our stakeholders.

We have conceived our vision of artificial intelligence in accordance with this purpose: in the research projects we carry out, in the services we design and deploy, in the work environments of our employees and in the quality of services offered to our customers. We advocate and work for the development and deployment of **ethical and responsible artificial intelligence systems**.

The Orange Group is committed to this ambition through the adoption of this Charter, which specifies the ethical values that the company supports in terms of data and artificial intelligence. This is an essential step for the Group, as the [data and artificial intelligence are at the heart of its innovation model](#).

- They support a reinvented customer experience, more efficient networks and **increased operational efficiency**.
- They allow us to support the evolution of our businesses, by placing the acquisition of ethical skills at the heart of our employee' training plans.
- Finally, artificial intelligence systems are a lever **to improve the quality of our employees' work** by enhancing their skills of appreciation, perspective and judgment.

In accordance with our purpose and our strategy, the ethical framework we defend is based on European and international recommendations on the ethics of artificial intelligence and data. It takes into account the ecosystems and environments of the countries where we operate and includes the following 6 principles for the benefit of our stakeholders, adapted to the purposes of each of our systems, products and services:

- **Contribute to environmental and societal well-being issues,**
  - ✓ The Orange Group has set an ambitious goal: to be Net Zero Carbon by 2040, despite the massive increase in the amount of data on networks.
  - ✓ The Group is a board member of the [Global Network Initiative \(GNI\)](#), which defends freedom of expression and privacy. In this context, it has deployed an e-learning training course available in more than 90% of the Group's countries to spread among its employees a culture of respect for human rights in the workplace.
  - ✓ The Group is committed to putting digital technology at the service of a fairer and safer society. It is also committed to [reducing inequalities linked to internet](#) access, equipment, uses and digital technology literacy, so that it can be a source of progress and a factor in equal opportunities.
- **Respect human autonomy and needs, and operate under human supervision,**
  - ✓ The Group promotes human-centered digital development, preserving human autonomy and needs particularly regarding the use of artificial intelligence in the workplace.
  - ✓ The Group is committed to offering its customers enhanced connectivity and strengthening its leadership in innovative, more open and better valued infrastructures. Approximately 34,000 employees worldwide are dedicated to their design, deployment, supervision, maintenance and modernization.
- **Respect equity, diversity and non-discrimination,**
  - ✓ The Group has made diversity (gender equality, inclusion, insertion and employment of people with disabilities, equal opportunities and non-discrimination) one of its strategic priorities, and has been resolutely committed for several years to moving it forward.
  - ✓ It supports an inclusive approach by diversifying its profiles to ensure a pluralistic vision and construction of its artificial intelligence systems. As a proof of this commitment, Orange has received the international GEEIS-AI label (Gender Equality European & International Standard - Artificial Intelligence) for gender equality and AI.
- **Respect privacy through careful data protection and governance,**
  - ✓ The Group is actively committed to the [protection of personal data and privacy](#) and has made its security and governance a collective value. It has implemented a Group internal policy on personal data protection which constitutes a common reference for all Orange entities as well as their employees, suppliers and subcontractors, regardless of their location and jurisdiction.
- **Respect the specific challenges of each artificial intelligence-based system, in terms of robustness and security**
  - ✓ Digital services can only be developed in a secure and trusted environment, from the design to the marketing phase. The Orange Group has implemented a [Global Security Policy](#) to ensure, from the design phase of these services, that the integrity and inviolability of the algorithms deployed as well as the data its solutions use are protected.
  - ✓ Depending on the needs and risks, Orange verifies the robustness of its solutions and infrastructures using artificial intelligence to validate and ensure their operation even in degraded situations.
- **Communicate transparently and intelligibly about the purpose of artificial intelligence-based solutions and set up a clear chain of responsibility (accountability).**
  - ✓ The Group aims to provide its customers with transparency on the purpose of its artificial intelligence-based solutions.

### Governance & Implementation

In order to supervise and evaluate the implementation of these principles in practice, Orange has set up an [Ethics Council for Data and Artificial Intelligence](#) which advises the Orange Executive Committee on governance measures of these principles and specific cases referred to it. This approach is in line with its ethical approach to responsible growth.

In a continuous improvement approach, this charter commits the Orange Group to develop a set of processes to support this ethical approach:

- set up an internal governance structure to translate these values into principles of action adapted to the geographical or cultural context in which the Group operates, while respecting democratic principles,
- supporting Orange and its subsidiaries in the implementation of the Charter by providing internal resources (e.g. tools, methodologies, procedures, best practices, awareness-raising actions, etc.),
- monitoring the effectiveness of actions taken over time and communicating them to the Council,
- share internally and externally the experience acquired in the operational implementation of these principles,
- participate in social debates, think tanks (public and private) and standardization bodies on these issues, to support the development of technologies and their inclusion in this approach.