

ELISA ETHICAL PRINCIPLES FOR ARTIFICIAL INTELLIGENCE

1 PURPOSE

Elisa's vision is to be best in connectivity, recognised international provider of digital services and the brand of excellence. Our mission is to bring experiences and productivity into everyday life. Elisa's core values are Customer orientation, Responsibility, Renewal, Results orientation and Collaboration.

We collect, produce and process large volumes of different digital information in our operations and networks.

Our brand of excellence is built over the years and trust of our stakeholders is the foundation of our activities.

At Elisa, we are confident that AI provides significant benefits for human wellbeing and society and we want to make that become reality. AI enables making our technology, products and services even more secure, efficient, reliable and valuable for our customers and the whole society. At the same time we acknowledge the responsibility embedded in the collection and automated use of data.

It is important for us to act in a responsible, ethical and legal way in all situations. Elisa's Code of Conduct set the ethical standards and expectations for our employees. We expect similar approach from our partners and suppliers. Elisa Ethical Principles for Artificial Intelligence (AI) further specifies and gives guidance in designing solutions for trustworthy AI.

2 DEFINITION OF AI

We use the term Artificial Intelligence (AI) as a general term covering relevant technologies and systems. Our AI definition is based on European Commission's Communication on AI¹:

“Artificial intelligence (AI) systems are software and/or hardware or combined systems designed by humans that, given a complex goal, act in the physical or digital dimension by perceiving their environment through

- data acquisition,*
- interpreting the collected structured or unstructured data,*
- reasoning on the knowledge, or*
- processing the information, derived from this data and*
- deciding the best action(s) to take to achieve the given goal.*

AI systems can either use symbolic rules or learn a numeric model, and they can also adapt their behaviour by analysing how the environment is affected by their previous actions.

¹ <https://ec.europa.eu/digital-single-market/en/news/definition-artificial-intelligence-main-capabilities-and-scientific-disciplines>



As a scientific discipline, AI includes several approaches and techniques, such as

- *machine learning (of which deep learning and reinforcement learning are specific examples),*
- *machine reasoning (which includes planning, scheduling, knowledge representation and reasoning, search, and optimization), and*
- *robotics (which includes control, perception, sensors and actuators, as well as the integration of all other techniques into cyber-physical systems)."*

3 SCOPE

Elisa Ethical Principles for AI are applicable to every employee at Elisa including its subsidiaries and affiliates, partners and suppliers. These principles are valid for research, proactive design, implementation, testing, use and follow-up of AI enabled developments as well as AI techniques, algorithms and applications.

4 PRINCIPLES

Elisa Ethical Principles for AI respect fundamental human rights, applicable regulation and core values, ensuring an ethical purpose and to be technically robust and reliable. We have recognised these main principles for our operations:



1. Human agency, oversight, transparency and accountability

Accountability always remains with humans who control, modify or take down the application if needed. Elisa personnel is responsible for our AI systems and we have defined the accountability for partner solutions.

Explicability is crucial for building and maintaining users' trust in AI systems. This means that processes need to be transparent, the capabilities and purpose of AI systems openly communicated, and decisions should be explainable to those directly and indirectly affected.

2. Privacy, safety, security and data governance

Confidentiality of personal data and communications as well as protection of customers' privacy is a pre-requisite, and we take utmost care in handling customer related data. Elisa's data protection principles ² are applicable for AI systems.

We acknowledge transparency in decisions without harming people nor jeopardising their safety or security. Designing and using AI systems meet our robust quality and security criteria.

3. Diversity, non-discrimination and fairness

People should be treated fairly and equally. We aim at fair and equal opportunities as a result of AI as a decision making tool.

4. Societal and environmental well-being

AI systems should be used to enhance positive social change and enhance sustainability and ecological responsibility. We want to make that reality and be a responsible player in our society, aiming at increasing societal fairness. We aspire to design our AI systems to bring added value for our customers and other stakeholders, as well as to the environment and society.

The Elisa Code of Conduct, policies and principles provide further guidance. ³

5 APPROVALS AND OWNERSHIP

Corporate responsibility, and ethical and lawful business are essential for us in all situations. Our operations are guided by the Elisa Code of Conduct and we are committed to principles of UN Global Compact. Our internal Ethical AI working group is part of our AI experts' network and we aim at reviewing relevant AI cases in order to comply and to further improve Elisa's Ethical Principles of AI. These principles are accepted and signed by Elisa's Corporate Responsibility Managerial Board. Principles are revised frequently.

² <https://elisa.com/dataprotection/>

³ <https://corporate.elisa.fi/vastuullisuus/toimintamalli/politiikat-ja-ohjeet/>



6 LEARNING AND CONTINUOUS IMPROVEMENT

Our approach is to set and follow these principles, learn continuously and systematically from practical cases, and foresee the growing future needs.

By these principles we aim at further increasing the awareness of ethics in designing, developing, implementing and using AI for good purpose. We also want to increase the awareness of ethical AI to all elisians to harness the opportunities and ensure ethical purpose. Based on this we will systematically review and update these principles.

7 REMEDIES

We have transparent mechanisms for reporting breaches of the Elisa Code of Conduct.

Elisians, partners and other interest groups can report suspected violations of Elisa's Code of Conduct to Elisa's anonymous whistleblowing channel⁴, or to other company channels. Elisa's whistleblowing channel is available on our website and applies to Elisa Corporation and the subsidiaries under its control. All reports are processed strictly confidentially according to Elisa's processes

⁴ <https://corporate.elisa.com/on-elisa/code-of-conduct/whistleblowing/>

