

AI reference guide

Responsible AI principles

As per the Data and Responsible AI Commitment, Zurich shares its approach to a safe, responsible and customer-centric use of AI technologies:

Safety: Zurich operates AI models and its data in a safe and protected environment while applying risk management framework.

Transparency: Zurich discloses to its customers when they are interacting with AI, with clear labels or disclaimers, and can explain AI outcomes.

Accountability: In line with Zurich's Code of Conduct, Zurich is committed to acting with integrity and doing the right thing, including appropriate Customer Facing Conduct and responsible use of AI.

Reliability: Zurich's use of AI is subject to **human oversight** that identifies and mitigates potential risks, including the prevention of harmful biases.

Governance

In addition to the Responsible AI principles, our use of AI is supported by the Code of Conduct, policies and policy manuals such as Data Privacy, Information Security, and Third Party Governance Framework, as well as our Artificial Intelligence Assessment Framework (AIAF) guidance. This guidance incorporates industry best practices for assessing AI systems in terms of accuracy, explainability, and fairness, among other factors, throughout their life cycle.

For more information, reach out to your local expert on AI Governance or the Local Compliance team.

