

Responsible Artificial Intelligence Policy

Bell believes that artificial intelligence (AI) technologies will contribute to our ability to advance how Canadians connect with each other and the world. It is our priority to develop and use AI technologies responsibly, in alignment with our business ethics, social obligations and privacy and security objectives.

In support of its commitment, Bell Canada will adhere to the following guiding principles:

Guiding principle	Commitment
Responsible and safe deployment	• Strive to develop AI systems that are transparent and explainable; • Build AI models and systems that are free from unethical bias that could result in harm to any group or individual; • Comply with regulations and standards related to AI development and deployment;
User empowerment and accountability	• Hold individuals and teams accountable for compliance with Bell's AI governance framework and for the outcomes of AI systems; • Implement an AI awareness and training program to ensure that all employees are adequately trained for the tasks associated with their roles;
Research and Innovation leadership	• Maintain a common set of AI objectives across the Company and ensure they are aligned with evolving industry standards;
Robust governance and transparency	• Develop a holistic AI Governance strategy with clear accountabilities to minimize risks; • Establish a consistent approach for assessing and reporting on the performance of AI systems; • Ensure availability of necessary resources to maintain and improve Bell's AI Governance Framework;
Proactive approach to risk management.	• Conduct risk assessments for AI projects identifying any potential negative outcomes and mitigations for them; • Continuously monitor the use of AI applications in order to quickly respond to potential problems or concerns.

Compliance with this policy is every employee's responsibility.

