

# AI Ethics

## Policy

Promoting Organization

Education

Risk Assessment

External Cooperation

Consulting and Reporting  
Mechanisms



It has often been pointed out that while new technologies can offer solutions for different kinds of issues and enrich people's lives, the risks those same technologies bring have the potential to lead to human rights issues like violations of privacy, more intense illicit surveillance, and discrimination by algorithms that have been trained on biased data. The Panasonic Group considers our approach to AI ethics as "a promise to the rest of the world to apply AI in ways that are human-centered and that respect human rights," and we work to apply that approach to AI ethics to the ways in which we develop and operate our AI products and services, as well as our AI Utilization.

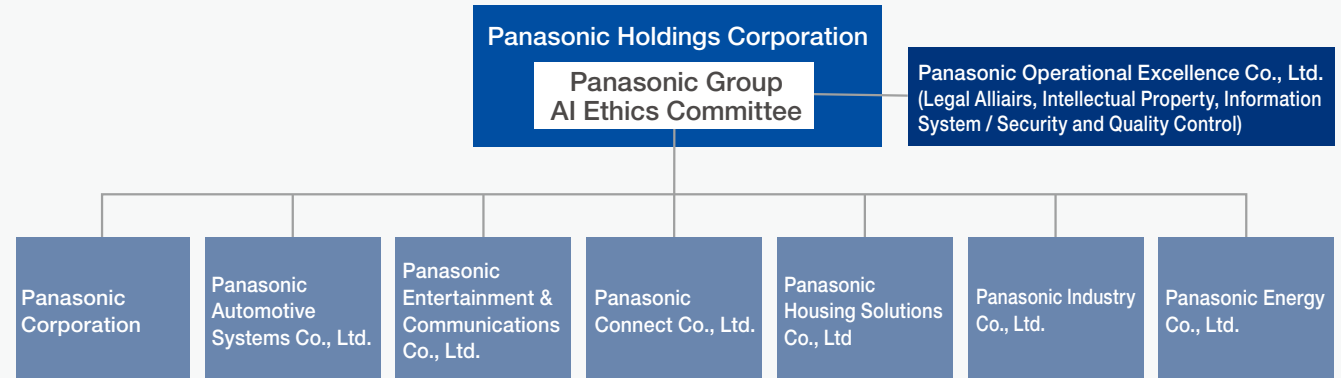
## Policy

The Panasonic Group's policy with regard to AI is to work to protect the safety and interests of all stakeholders, including any customers involved, and minimize the impact of risks throughout the AI Utilization life cycle from the planning of AI products and services up to their sale and use. By fostering trust in our AI technologies and products in this way over the long term, we will encourage further AI Utilization, through which we can make a greater contribution to society. In order to do this, we have defined our AI Ethics Principles (which apply to the entire Group), and we conduct AI ethics activities to mitigate and avoid risks that can come with improvements to those technologies and processes by evaluating and managing risks related to AI ethics so that our AI Utilization life cycle will function appropriately with reference to our AI Ethics Principles as well as relevant laws, regulations, and ethical guidelines for each country. In 2022, we established and published our AI Ethics Principles.

[WEB Panasonic Group Responsible AI  
https://tech-ai.panasonic.com/en/responsible-ai/](https://tech-ai.panasonic.com/en/responsible-ai/)

## Promoting Organization

AI Ethics Activities for the Panasonic Group are driven by the Group’s CTO, our head of AI operations (as of August 2023).



The AI Ethics Committee has been established within the Group by the Group CTO, comprising staff members in charge of AI ethics and members from other related departments like legal and information security, and provides the Group with systems and measures to be implemented in relation to AI Ethics Activities and provides Operating Companies with support for their AI Ethics Activities as well as understanding, reviewing, and formulating countermeasures against risks. We have also provided for someone to be responsible for AI Ethics activities at each Operating Company, and these individuals cooperate with the AI Ethics Committee to carry out activities that fit the business and technologies of each company.

For extremely risky AI projects or those with manifest risks, the AI Ethics Committee will propose countermeasures, report the countermeasures to the AI Ethics Committee Chair and relevant Group companies, and then work with these companies to implement the countermeasures.

## Education

The Panasonic Group has created training systems and content that we provide to our Operating Companies to be used in AI education conducted by AI ethics committees to enable employees across the Group to execute their work in ways that comply with the principles of our AI Ethics Activities.

In FY2023, Panasonic conducted AI Ethics e-Learning for all employees, including temporary staff, at its Group companies in Japan. Group companies outside Japan also promoted employee education using similar materials. After the e-Learning session, we posted the materials on its intranet to share Groupwide.

## Risk Assessment

In 2022, Panasonic introduced a monitoring system to identify the AI ethical risks of Group products. The AI Ethics Committee collects data, including Group employee survey results and risk assessment results, for Operating Companies and analyzes it to understand any risks within the Group.

For matters that have been determined to pose a high level of risk, the Committee sets up review teams to conduct risk reviews and remedies or otherwise addresses them across organizational divisions.

## External Cooperation

The AI Ethics Committee also conducts other research and outreach related to AI ethics in a variety of ways, including participation in committee activities at external institutions researching AI ethics, as well as in the community, academic, and public sectors. Panasonic was able to participate in drafting the Governance Guidelines for the Implementation of AI Principles laid out by Japan’s Ministry of Economy, Trade and Industry at the Expert Group on How AI Principles Should be Implemented.

## Consulting and Reporting Mechanisms

The Panasonic Group has created a global hotline that can be used by all Group and business partner employees to report anything they have seen or heard that could be cause for concern with respect to AI ethics. We also have systems set up for general inquiries related to personal information in each country; they respond to concerns about protecting customer privacy. See the following for more details.

- Whistleblowing System in Business Ethics (P138)
- Privacy Policy (for Panasonic Holdings Corporation)

[WEB https://holdings.panasonic/global/privacy-policy.html](https://holdings.panasonic/global/privacy-policy.html)