



Groupe SEB digital ethics guidelines

for an ethical procurement, implementation and use of IA solutions

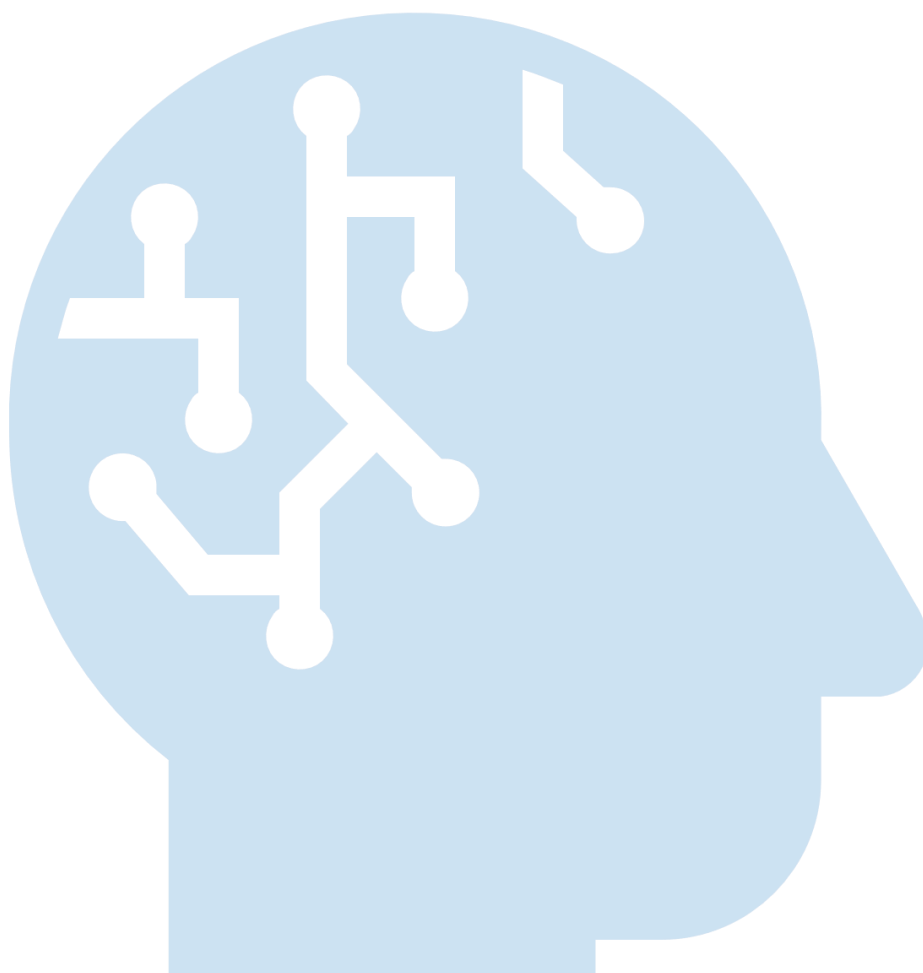


Table of contents

Transparency and
explainability



Non-
discrimination and
fairness



Sustainability



Human oversight



Security,
robustness and
safety



Privacy



Why those guidelines?

Artificial intelligence (AI) offers vast opportunities but also presents ethical challenges. Establishing a dedicated AI usage charter is crucial for overseeing its deployment in a responsible and ethical manner.

This charter ensures that the use of AI respects fundamental rights and individual freedoms of our consumers and employees. It sets clear principles to guarantee that AI technologies are used in accordance with Groupe SEB's values.

It establishes a framework of trust, essential for AI to be a meaningful catalyst for progress and innovation.

Main sources

- [Groupe SEB Code of Ethics](#)
- [EU Commission's High-Level Expert Group on Artificial Intelligence \(AI HLEG\)'s ALTAI method](#)
- [Charte des droits fondamentaux de l'Union européenne](#)
- [Convention européenne des droits de l'homme](#)
- [Cadre pour les aspects éthiques de l'intelligence artificielle, de la robotique et des technologies connexes](#)
- [IA Act](#)
- [RGPD](#)
- [Unesco, Recommandation sur l'éthique de l'intelligence artificielle](#)
- [Résolution des nations unies A/78/L.49](#)
- [Recommandation du Conseil de l'OCDE sur l'intelligence artificielle](#)
- [Convention-cadre sur l'intelligence artificielle, les droits de l'homme, la démocratie et l'État de droit](#)

Transparency and explicability

Transparency and explicability are fundamental principles for ensuring trust in AI systems. To achieve transparency, systems must have clear and accessible documentation, including the purpose, design, and decision-making processes of the AI. Explicability involves ensuring that the reasoning behind AI decisions can be understood by end-users and stakeholders.

💡 *This means we must ensure clarity and accessibility in all aspects of our AI solutions, and be able to determine why a system came to a certain outcome. For example, for a connected oven with AI-driven cooking suggestions, we must document and clearly communicate how the system selects and adapts recipes based on user inputs or detected ingredients.*

Non-discrimination and fairness

AI systems must be designed and operated to be non-discriminating and fair. This includes proactively identifying and mitigating biases in data, algorithms, and deployment contexts. Regular audits, diverse training datasets, and stakeholder engagement are critical measures.

💡 *This means we must actively promote fairness and non-discrimination in our AI development and deployment. For instance, if we deploy an AI used to interact with customers, it should interact in similar manner with persons regardless of their language, spelling, etc. Another example is that when we produce images of groups of persons, they should not promote stereotypes.*

Sustainability

Sustainability in AI focuses on minimizing environmental impacts and supporting long-term societal well-being. We should consider the energy efficiency of AI systems, and favour providers that optimize computational resources.

💡 *This means we must prioritize energy efficiency in our AI implementations. For example, when two models of similar efficiency are considered, the more frugal one in terms of energy consumption should be favoured.*

Human oversight

Human oversight is essential to maintain accountability and ensure ethical deployment of AI. This includes embedding mechanisms for human intervention in decision-making processes, particularly in high-stakes or critical applications. Clear protocols for monitoring, escalation, and override must be established to prevent misuse or unintended consequences.

💡 *This means we must implement robust oversight mechanisms in AI applications. For example, in a smart pressure cooker, we could include manual override options to let users control the cooking process if they find the AI recommendations unsuitable.*

Security, robustness and safety

AI systems must prioritize security, robustness, and safety to prevent harm and protect against vulnerabilities. This involves implementing rigorous testing, robust error-handling mechanisms, and safeguarding against adversarial attacks. Regular updates, threat assessments, and resilience strategies should ensure that AI systems remain secure and reliable over time.

💡 This means we must build and maintain secure, reliable AI systems. For example, a connected coffee machine with AI features should have encrypted communication protocols and regular firmware updates to protect against cyber threats.

Privacy

Privacy is a cornerstone of ethical AI. Systems must adhere to data protection regulations and respect user privacy throughout their lifecycle. This includes implementing data minimization, secure storage, etc. Transparency about data usage and obtaining informed consent are also essential to uphold individuals' privacy rights.

💡 This means we must rigorously protect user data and privacy in our AI solutions and comply with Groupe SEB policies. For instance, if we collect data from a smart toaster to optimize performance, we must anonymize this data and clearly inform users about its purpose.