

# OUR POLICY ON THE USE OF ARTIFICIAL INTELLIGENCE (AI)

*Versie 1.0*  
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## **Why do we need a policy?**

When using AI within Colruyt Group, ethics and safety are paramount. We must use AI applications to follow our company's values. Even when they contribute to innovative projects and our efficiency. A clear policy with everyone taking responsibility, allows us to rely on the benefits AI has to offer.

AI is evolving at a rapid pace and is already delivering significant benefits today. We therefore encourage its use by our employees and partners. The risks remain often limited but that is not always the case. Our AI policy complies with the European Union's [AI Act](#). Within this legal framework, all users at Colruyt Group adhere to 4 core principles.

## **How does Colruyt Group approach AI?**

Anyone using AI for Colruyt Group must always adhere to our policy. We combine the new technology with our existing expertise, ensuring that AI continues to create sustainable added value. We do this by working according to these 4 principles.

### *1 We handle AI responsibly*

- We personally verify the results of AI systems.
- We remain ultimately responsible for the outcome, even when using this tool.
- We transparently disclose when AI is being used.

### *2 We respect the privacy of all users*

- We protect the privacy of employees, partners and customers.
- We process personal data according to GDPR and consequently ensure the necessary security and transparency.
- We take appropriate security measures and precautions to prevent unauthorised access.

### *3 We adhere to our sustainable values in all our operations*

- We remain committed to our mission, even as we adopt AI: we create sustainable added value.
- We monitor AI use: we are committed to preventing the generation of harmful, misleading or discriminatory content.
- We consider the ecological footprint of AI tools.

### *4 We apply AI judiciously and with caution*

- We focus on safety: in case of doubt, we consult our experts.
- We seek approval for AI applications with potential risk from the Data, Privacy and Security Board, our internal supervisory body.
- We actively maintain our knowledge of the policy and diligently read all updates.