

FAQs - Responsible Artificial Intelligence

2. How does Bosideng manage the use of responsible AI and third-party AI services?

Bosideng manages AI applications in line with the principles of legality, clear purpose, data minimization, and appropriate security controls. Its approach is tailored to the relevant use case and considers data sources and authorization, access permissions, privacy, content quality, fairness, and intellectual property rights. Public-facing responsible AI content is subject to human review and, where required, necessary explanations. Where personal interests or third-party rights may be affected, additional assessment and safeguards are applied.

Sensitive AI capabilities, including facial recognition and monitoring functions, are subject to strict use-case approval and access controls. Before AI-generated or AI-assisted content is released externally, necessary labeling is applied and release confirmation is obtained in accordance with applicable laws, regulations, and the relevant use scenario.

Bosideng tests AI applications before deployment, monitors them after launch, and takes corrective action where necessary. Over time, it will incorporate model drift, performance degradation, and fairness and bias assessments into regular reviews. Applications that may affect stakeholder rights remain subject to human oversight, outcome review, and correction mechanisms.

The Company provides role-specific guidance and capability-building activities to help employees understand the boundaries of AI use, information protection requirements, fact-checking responsibilities, intellectual property considerations, and procedures for reporting concerns. Employees remain responsible for verifying work produced with AI assistance. Sensitive information and material matters must be handled in accordance with the Group's authorization and confidentiality requirements. Relevant employees also receive training on AI ethics, security, data privacy, and responsible use. This is intended to strengthen risk awareness and reinforce individual accountability.

Users and other affected parties may raise concerns or objections regarding AI-generated outputs or related decisions through existing channels. Where appropriate, Bosideng will investigate the matter, conduct a human review, and take corrective action.

Third-party AI services are managed through the Group's procurement and supplier management processes. Before engaging an external provider, Bosideng conducts admission assessments, imposes contractual requirements, and exercises ongoing oversight, based on the service's business importance and data-related risks. Areas of focus include service capability, data and information security, compliance obligations, intellectual property, business continuity, and exit arrangements. More important services are subject to enhanced review and assurance requirements. Relevant suppliers are also encouraged to provide sustainability-related information where necessary.

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