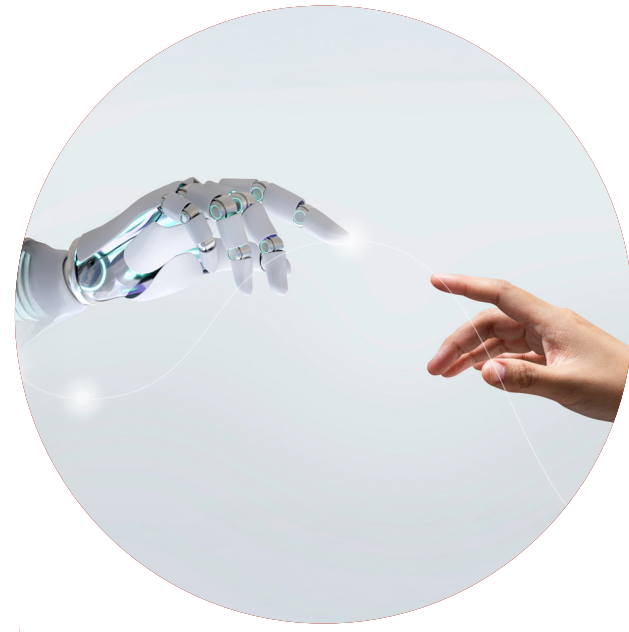# MANIFESTO

FOR A HUMAN, ETHICAL, AND
RESPONSIBLE ARTIFICIAL INTELLIGENCE

MAPFRE

OUR PRINCIPLES

Artificial intelligence (AI) has the potential to transform the world, and with it the insurance industry. But it doesn't work by itself: **its success depends on the people that use it**.

At MAPFRE, we want to unleash its full potential and improve how we care for our clients, employees, agency network, and other agents, while maintaining our core value: **putting people first**.

We embrace our role in the use of **humanistic, ethical, and responsible** AI, and reaffirm our commitment to a **well-governed AI that respects people, businesses, and the planet**.

In this Manifesto, we outline the **five principles** that guide our work in this area, and we encourage all companies and organizations to use them as inspiration on their own journey towards a better artificial intelligence for all.

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HYBRID AI MODEL

Operate under a hybrid AI model, where people's capabilities are expanded and AI is used as an enabler, while extracting value for the business

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PRINCIPLE 2

RESPONSIBLE USE

Develop AI projects and solutions in accordance with responsible use and under good governance principles

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ETHICAL AND SAFE AI

Protect information and safeguard trust, promoting ethical, transparent, trustworthy, secure and respectful AI

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CONSTANT PROGRESS

Promote a future of creativity and constant progress, in which people can develop and exploit their full potential

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SUSTAINABLE AI

Align AI development with our own as well as public sustainability commitments, taking into account environmental and social criteria

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