Responsible Use of Artificial Intelligence

As a company that develops and deploys artificial intelligence (AI) technologies, Trend Micro recognizes our responsibility to ensure that these technologies are developed and used in ways that are ethical, transparent, and accountable. To guide our efforts in this regard, we have adopted the following principles using guidance from the Business Software Alliance (BSA) and the National Institute of Standards and Technology (NIST):

1. **Transparency:** Trend Micro is committed to designing and implementing AI systems in our products in a transparent manner, such that our customers will know when AI is being used and how they may be affected in material and consequential ways.

2. **Fairness:** Trend Micro aims to design and implement AI systems into its products and services in a way that promotes fairness and equity for all individuals, regardless of their demographic characteristics, such as age, gender, race, ethnicity, or socioeconomic status.

3. **Privacy:** Trend Micro develops its products and services with user privacy in mind and in accordance with our Global Privacy Notice, with appropriate measures taken to protect personal data and ensure compliance with relevant privacy regulations.

4. **Accountability:** AI systems should be designed and implemented with clear lines of responsibility and accountability, such that any negative impacts or consequences can be traced back to the appropriate parties.

5. **Safety and Security:** AI systems should be designed and implemented with appropriate measures to ensure the safety and security of users, such as protecting against cyber attacks or preventing physical harm in the case of autonomous systems.

6. **Human Control:** AI systems should be designed and implemented to enable human control and oversight, with appropriate safeguards in place to prevent autonomous decision-making that could harm individuals or society as a whole.

7. **Social Responsibility:** AI systems should be designed and implemented in a way that reflects the broader social and ethical implications of their use, and that seeks to promote positive outcomes for all of society.

8. **Continuous Improvement:** AI systems should be continuously evaluated, monitored, and improved upon, to ensure they remain aligned with these principles and evolving ethical norms.

For more information on how Trend Micro treats data and privacy, please visit our global Trust Center at www.trendmicro.com/trustcenter.