

AI 활용 및 개발에 관한 윤리 강령 (Code of Ethics for AI Development and Utilization)			
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POSCO Future M aims to improve work efficiency and provide greater value to customers through AI technology. As important as technological advancement is the realization of 'Responsible AI'. Accordingly, we establish and comply with the following AI principles.

1. Prioritizing Data Privacy & Security (Data Privacy & Security)

- We strictly comply with the Personal Information Protection Act in all stages of AI service development and utilization.
- When utilizing AI for internal tasks, we build and operate Private AI in an isolated network separation and secure environments to prevent unauthorized use of employee and customer data as training data for external models.

2. Human-Centric Decision Making (Human-in-the-Loop)

- AI is a tool that assists human work and supports decision-making.
- In critical decision-making stages such as HR, finance, and core business judgments, we ensure final human review and intervention, and do not delegate all authority to AI.

3. Transparency and Explainability (Transparency)

- We make technical measures to explain the logical basis for AI-derived outcomes or decisions when necessary.
- We clearly label that contents or outcomes created through generative AI are AI-generated to prevent distortion and misunderstanding of information.

4. Bias Prevention and Fairness (Fairness)

- We periodically check for potential biases that may occur during the AI model training and data selection process.
- We foster a fair AI environment to prevent discrimination based on gender, age, race, etc.

5. Responsible Operating System (Accountability)

- We define clear accountability (Governance) for the results arising from the introduction and operation of AI systems.
- We clearly set the boundaries of tasks that AI can perform to prevent misuse and abuse.

6. Sustainable Technology Utilization (Sustainability)

- When operating AI infrastructure and services, we aim for a low ecological footprint and minimize environmental impact by utilizing high-efficiency models and data centers to improve energy efficiency and reduce carbon emissions.
- We comply with domestic and international AI-related laws and regulations, such as the EU AI Act, and do not develop, use, or distribute prohibited high-risk or illegal AI systems.