

MANIFESTO

FOR A HUMAN, ETHICAL, AND
RESPONSIBLE **ARTIFICIAL INTELLIGENCE**

 **MAPFRE**



OUR PRINCIPLES



HYBRID AI MODEL



RESPONSIBLE USE



ETHICAL AND SAFE AI



CONSTANT PROGRESS



SUSTAINABLE AI



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.

PRINCIPLE 1

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



At MAPFRE, we are convinced of the value of a hybrid model (people + AI), appealing to the **two-way responsibility between MAPFRE and its employees** for the proactive adoption of AI, investing in the right talent.



We understand AI as an enabler, a **complement to our employees and our customers' services**, allowing them to grow together and enhance their capabilities.



The results of artificial intelligence solutions are entirely **dependent on human judgment**. Our teams, the true experts in each of our areas of technology, operations, business, customer service, and more, have the final say. While **AI should provide valuable information for better decision-making, it should never replace human judgment**.



It's necessary to **prioritize technologies that respect the dignity and rights of individuals**: we must ensure that AI implementation achieves the maximum possible positive impact on people's lives, while also ensuring that it has an **impact on the business** and that we always adhere to our strategic pillars.

PRINCIPLE 2

RESPONSIBLE USE

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



At MAPFRE, we advocate for a **responsible AI adoption strategy aligned with our strategic and business objectives**, supported by a consistent yet flexible relationship model.



AI implementation will not be successful without prioritizing data. Having the right structures in place will **ensure quality, governed data**, which will be used to efficiently address AI initiatives.



To ensure effective AI governance, MAPFRE has implemented its **AI Center**, which coordinates all AI initiatives across the Group in a cross-functional, secure, and responsible manner. This center is a **key component of the global governance model**.

PRINCIPLE 3

ETHICAL AND SAFE AI

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



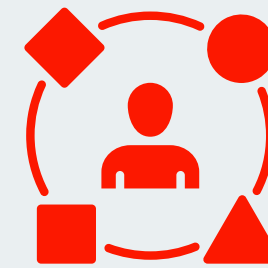
The complexity and uncertainty surrounding AI risk management, far from being a barrier to its adoption at MAPFRE, has led to the definition and implementation of management procedures, frameworks, tools, and regulations that enable risk appetite to be managed from a responsibility perspective.



Regulations and control frameworks, whether internal or external, **must be managed without hindering the execution of proof-of-concept tests**. MAPFRE employs lean and agile mechanisms, establishing liability limits and adapting to the different markets in which it operates.



Security and privacy are a priority. MAPFRE already implements responsible policies in the use of AI to assess risks and protect information.



MAPFRE has established **regulatory frameworks to ensure AI complies with ethical principles**, applying responsible policies in risk assessment, bias prevention, non-discrimination, and information protection, all of which amplify the company's values.



It is essential to **foster an ethical AI culture**, something that MAPFRE does through awareness and training programs, highlighting the importance of an ethical approach to AI adoption for all profiles, as it impacts everyone.

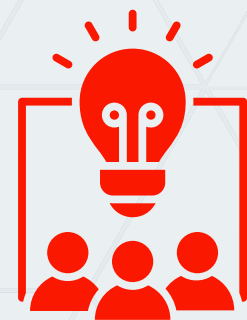
PRINCIPLE 4

CONSTANT PROGRESS

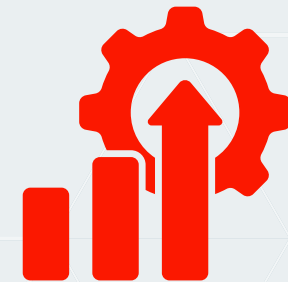
Promote a future of creativity and constant progress, in which people can develop and exploit their full potential



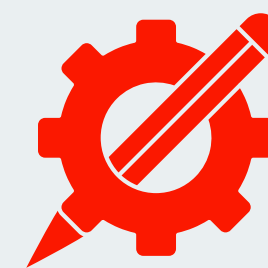
People play a fundamental role as catalysts for change, empowering, embracing, and adopting AI. The speed of a company's transformation depends on the training and ambition of teams in using new solutions that enable them to do things better more efficiently.



For effective AI adoption, it is necessary to **create a culture of continuous improvement and constructive criticism**. What works must be updated, with the proactive identification of new initiatives and use cases. **AI must be seen as a strategic and operational enabler**, driving efficiency, new business, and new forms of relationships.



MAPFRE ensures that people have the **training and knowledge necessary to make informed decisions and promote the use of AI**, all of which are relevant factors for recognition. The goal is for **employees to progress and develop, leveraging their full potential** and helping them achieve it.



Transformation requires ongoing team development and training, with plans tailored to each profile. At MAPFRE, the **AI strategy focuses on internal talent and enriching it with external talent**, working in multidisciplinary teams that combine business knowledge and technical skills.

PRINCIPLE 5

SUSTAINABLE AI

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



If AI isn't sustainable, we're not using it responsibly. This means using it only when it makes sense, not just to respond to a trend. We have to ask ourselves if AI is the means to achieve the results we seek, or if there are other, better ways to achieve them.



With people at the heart of MAPFRE's AI application, **the ethical management of AI is positioned as a core component, aligned with the company's commitment to Social Responsibility**, to our environment, and to people, with a long-term vision, working for and toward the improvement of society as a whole. **We cannot understand our business without working in parallel toward a more sustainable and supportive world.**