

DATA

& AI

**DATA & AI
CHARTER**



LA POSTE
GROUPE



Services and information exchanges are at the heart of La Poste Groupe's historical business activities



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Chairman and Chief Executive Officer of La Poste Groupe

This new “Data and AI at La Poste Groupe” charter consolidates the commitments made in 2016 with the “Data Charter” and completed in 2021 with the “Ethical Principles and Artificial Intelligence” charter. It reinforces La Poste Groupe’s position as a trusted stakeholder.

Its purpose is to support the growing use of artificial intelligence systems and to anticipate the entry into force of the Regulation on Artificial Intelligence (RAI).

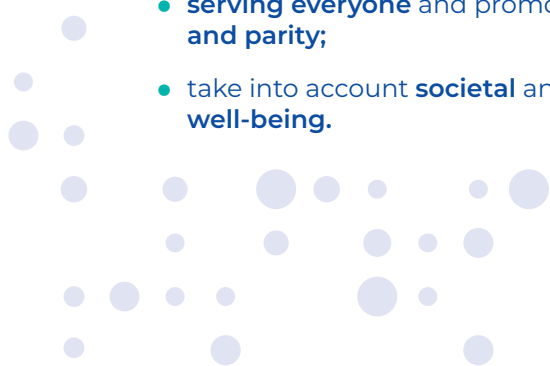
In keeping with the group's values, its status as a company with a mission and its raison d'être, La Poste Groupe is using this charter to promote an ethical, inclusive and frugal approach to digital technology.

The principles of this charter will guide La Poste's choices in its design of trusted AI systems, its internal processes and its service offerings in order to be an exemplary stakeholder. The charter is also appended to the Group's Code of Conduct, thus becoming one of the foundations of postal ethics.

To ensure that its principles are respected, La Poste has set up a dedicated governance structure from 2022 onwards, with the creation of a “Committee for a Trusted AI”, made up of representatives from the Group, the branches, the subsidiaries and qualified, external professionals.

Services that support the Group's ambitions

The use of data and the design and use of AI systems must reflect our challenges:

- be guided by the **satisfaction of our users**;
 - supporting the Group's employees and fostering **close** relationships with our customers;
 - to be a **trusted third party**, guaranteeing compliance with our obligations and inspiring our partners;
 - be a lever for **efficiency** and guarantee the **quality** of our services;
 - be **people-centred** and help people on a daily basis;
 - **serving everyone** and promoting **inclusion, diversity and parity**;
 - take into account **societal** and **environmental well-being**.
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Making sensible use of data

Data is at the heart of our society.
Processing it requires:

- implementation of **data governance** and ensuring the quality of our data ;
- guaranteeing **data protection by design and by default**, taking into account the challenges of digital **responsibility**, compliance and cybersecurity;
- checking the **origin of the data** used;
- make the commitments of this Charter **enforceable** in our supplier contracts and with our customers.





For trusted AI

In line with technical best practice and current knowledge, La Poste Groupe is working to:

- reduce **potential bias** based on the specific characteristics of the Group's business and its subsidiaries, in order to control the **relevance of the results**;
- **transparently** inform the user of the presence of, or interaction with, an AI system;
- make our AI systems **auditable** by tracing our actions and making our algorithms explicit;
- make **AI systems** more **robust** against cyber-attacks aimed at accessing data and manipulating the reliability of their results;
- **communicate** on incidents arising from our AI systems;
- continually **updating** our expertise in line with technological developments;
- make use of AI systems and third-party models, with the **necessary knowledge** to ensure their **reasonable use**.



Innovating as a trusted third party

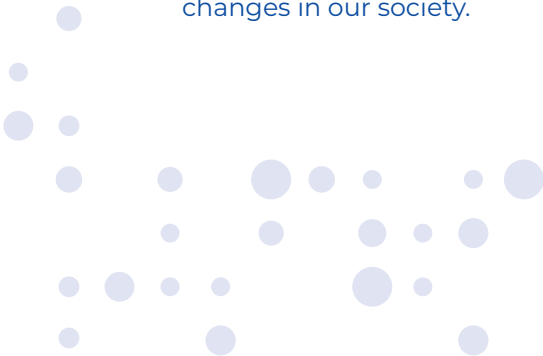
Turn our data and AI systems into strategic assets,
so that La Poste Groupe can:

- make some of its data available as ***Open Data***;
- encourage a **dynamic ecosystem**, by offering the secure use of data to start-ups or the research sector;
- promote the **sharing of its data internally**, in compliance with the regulations in force;
- **enhance the value** of its data and **reference** its use cases for AI systems internally;
- give priority to the use of synthetic data for **internal experiments**.

With committed governance

The implementation of this Charter is based on a structured governance structure that is committed to:

- initiating an approach to the **use of AI systems** that respects this Charter;
- ensuring that these principles are properly **implemented**, that good practice is shared and that employees are made aware of them;
- ensuring that approaches and expertise are **consistent** and **complementary**;
- **coordinating** the use of evaluation tools and the necessary control mechanisms;
- **enriching the content** of the charter to keep pace with changes in our society.



To ensure that the charter is applied, a **“Trusted AI Committee”** has been set up under the impetus of the Group Data Director and the Group Corporate Social Responsibility Director. The Committee is made up of **representatives from the Group, its divisions and subsidiaries, as well as qualified external professionals.**

This document was drawn up by La Poste Groupe's Trusted AI Committee, which is **led by the Group's Corporate Social Responsibility Department and Data & AI Division.** Representatives of the data industry community, members of the CSR, responsible digital governance, IS, Group ethics, compliance, cybersecurity and purchasing departments, as well as lawyers, designers and communications representatives from all the Group's branches and subsidiaries, in particular **Docaposte, La Banque Postale and CNP Assurances**, contributed to this work.



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