

Global AI Ethics Policy Statement

Effective Date – 26.Jun.2023. Last Updated – 12.Nov.2024

OUR POLICY COMMITMENT

At Dun & Bradstreet (D&B), we are committed to responsible use of Artificial Intelligence (AI), development of AI systems, and implementation of responsible AI solutions that accelerate innovation, improve efficiency, and contribute to sustainable growth. We believe this supports our foundational data compliance and ethics goals of preserving digital trust, reliable data-driven decision-making, and the sustainability of data ecosystems set forth in our [Data Compliance and Ethics Policy Statement](#).

This Policy establishes our baseline principles and operating standards for ethical use of AI and design and implementation of AI systems consistent with our [Code of Conduct and Ethics](#) and our [Data Compliance and Ethics Policy Statement](#). We rely on the definition of “AI system” used by the Organisation for Economic Co-operation and Development (OECD) when referring to “AI” in this Policy to mean a machine-based system that, for explicit or implicit objectives, infers, from the input it receives, how to generate outputs such as predictions, content, recommendations, or decisions that [can] influence physical or virtual environments. Different AI systems vary in their levels of autonomy and adaptiveness after deployment. It provides a framework for compliance and effective risk management under artificial intelligence, privacy, data protection, data compliance, security, intellectual property, and other data and information laws, rules, regulations, external frameworks, and standards globally across all categories and types of data.

This Policy sets the floor for use of AI systems at D&B, including the use of AI systems to perform, or assist in the performance of, any work-related activities. It applies to interaction with, development, or implementation of AI systems within D&B. It covers all technologies that are, or rely on, AI systems. Where an applicable law, rule, regulation, or contractual obligation, or other D&B policy requires a higher standard, we will follow the requirements of that law, rule, regulation, contract, or D&B policy.

PRINCIPLES AND OPERATING STANDARDS

The following eleven Principles and Operating Standards guide the way we work to meet our Policy Commitment.

1. **Human Centered Values and Principles:** We ensure that our AI systems and use cases are designed, implemented, improved, and retired in way that respects our Core Values, our supporting Ethical Principles, human rights, privacy and data protection, non-discrimination, diversity, equity, and inclusion.
2. **Transparency and Explainability:** We are committed to transparent, meaningful disclosures about our AI systems in our solutions, processes, and communications consistent with our [Data Compliance and Ethics Policy Statement](#) and our [Privacy and Personal Data Protection Policy Statement](#).
3. **Fairness and Non-Discrimination:** We evaluate fairness in our AI systems, and we seek to avoid systematic errors resulting in discriminatory consequences to individuals and groups, including discrimination throughout the AI system implementation process.

4. **Safety:** We employ responsible design, development, deployment, and communication to users to mitigate potential harms resulting from our AI systems.
5. **Quality, Robustness, Accuracy and Traceability:** We thoroughly review the quality, robustness, accuracy, and traceability of the inputs into, and outputs generated by, the AI systems we use.
6. **Risk Management:** We recognize that risk management is an essential component of ethical AI, and we address it through adaptation of our data compliance, ethics, privacy, and technology risk assessment methodologies to the unique risks posed by AI systems.
7. **Privacy and Confidentiality:** We manage privacy and confidentiality risks associated with AI systems by following our established standards set forth in our [Privacy and Personal Data Protection Policy Statement](#) and our [Data Compliance and Ethics Policy Statement](#).
8. **Engagement and Contestability:** Consistent with our Ethical Principle – *Courageous* – we will actively engage with stakeholders, including our team members and end users, to solicit feedback and address concerns about our AI systems and our use of AI, including concerns about decisions or outcomes that are inconsistent with the principles and operating standards of this Policy.
9. **Data Security and Resiliency:** We utilize security by design to develop, procure, and deploy AI systems with safeguards to protect users, data, and functionality that are designed to withstand and recover from vulnerabilities, threats, unexpected changes, and risks.
10. **Intellectual Property:** We use AI in a manner that respects the intellectual property rights of others, as well as those of D&B.
11. **Responsibility and Accountability:** We drive accountability for responsible use of AI systems by setting the appropriate tone at the top.