

Guidelines for Artificial Intelligence (AI)

Artificial intelligence (AI) needs a framework. We have defined this framework with our nine self-binding guidelines.

They describe how we at Deutsche Telekom should use AI and how we should develop our AI-based products and services in the future. The basic idea is that AI is initially just a tool which is inherently neutral. It's up to us to use AI in positive ways.

1. Responsible



At Telekom we do different: We are responsible. Clear definition of who is responsible for which AI system.

3. Supporting



At Telekom we do different: We put our customers first. Using AI to simplify our customers' lives.

2. Careful



At Telekom we do different: We care. Al systems and their usage obey humandefined rules.

4. Transparent

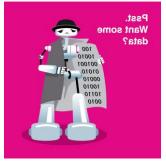


At Telekom we do different: We are transparent. Transparency when a customer communicates with an AI and regarding our use of customer data.



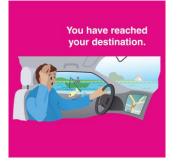
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5. Secure



At Telekom we do different: We are secure. Our customers' data is protected against unwanted external access.

7. Trustworthy



At Telekom we do different: We maintain control. Continuous readiness to interfere in AI systems to prevent and/or reduce damage.

9. Illustrative



We share and enlighten. Spreading knowledge about AI and teaching relevant skills.

6. Reliable



At Telekom we do different: We set the framework. Good preparation precedes an excellent outcome.

8. Cooperative



At Telekom we do different: We foster the cooperative model. Get advantages out of a cooperative and complementary model of human-machine interactions.