

# Bright Horizons Statement on Responsible use of AI

This statement outlines key principles for the responsible and ethical use of Artificial Intelligence at Bright Horizons.

## Definitions:

Artificial Intelligence (AI): An umbrella term for a range of technologies and approaches that typically attempt to mimic human thought to solve complex tasks. Things that humans have traditionally done by thinking and reasoning are increasingly being done by or with the help of AI.

### 1. Fairness and Transparency:

We will strive to mitigate bias in data collection, training, and algorithms to ensure fair and non-discriminatory outcomes by enabling appropriate human oversight and explanation of decision-making processes.

### 2. Privacy and Security:

User privacy will be respected.

We will implement robust security measures to protect sensitive data and prevent unauthorized processing of data, and unauthorized access or misuse of AI systems.

### 3. Human Oversight and Accountability:

Humans will retain ultimate decision-making authority and accountability for AI actions.

We will have clear procedures for monitoring and auditing AI performance to identify and address any issues.

### 4. Environmental, Social and Governance (ESG) Impact:

We will consider the potential ESG impacts of AI development and deployment.

We will avoid applications that could cause harm or exacerbate social inequalities.

### 5. Continuous Improvement:

We are committed to ongoing research and development to improve the fairness, transparency, and safety of our AI systems.

This statement will be reviewed and updated regularly to reflect evolving best practices and ethical considerations.

**Last Updated: September 2025**