



Artificial Intelligence policy principles at Gen

As a global leader in Cyber Safety, Gen recognizes its guiding role in tackling major societal trends and challenges such as Artificial Intelligence (AI) growth. On the one hand, we see numerous exciting cybersecurity and productivity AI cases, while on the other the evidence of risks, challenges and failures grows every day. At the same time, the AI-generated threats and risks are developing and increasing at an enormous speed.

At Gen, we are fully committed to providing the best possible protection to consumers around the globe. To strengthen our ability to respond to a rapidly evolving external environment, we are investing in ethical and responsible AI to protect consumers and drive our growth. In that framework, we have set up 5 guiding AI policy principles to set our AI research, use and deployment:

Integrity

We use and create AI in only positive, legal and ethical ways.

Accountability

We assess the unique risks of AI and stand accountable for the outputs of the tools we build and use.

Data Protection

We protect company information, including intellectual property and personal data.

Human Involvement

We control the outputs of AI by incorporating human oversight into our processes where necessary or required.

Transparency

People should be able to understand when they are significantly impacted by AI. We strive to be clear how the AI tools we build work, and how they affect stakeholders.

We have also developed AI usage and policy recommendations for citizens, companies and policy makers.

[→ Learn more](#)



Gen, a global leader in Cyber Safety

Gen is a global leader in Cyber Safety, with dual headquarters in Prague, Czech Republic and in Tempe, Arizona. The company marks its presence in over 150 countries, catering to nearly 500 million customers worldwide. The Gen portfolio includes comprehensive cybersecurity solutions from a family of trusted brands such as Norton, Avast, LifeLock, Avira, AVG, ReputationDefender, and CCleaner.



Digital Freedom as a key principle

Powering Digital Freedom is at the heart of everything Gen does. This goes beyond the Company's mission to create solutions that enable people to navigate their digital lives safely, privately, and confidently. It is about empowering both today and future generations to be able to take advantage of the ease technology offers, worry free. That is why we at Gen approach everything we do with the customers and communities we serve in mind. We champion the simplification and safeguarding of customer experiences in the ever-evolving digital landscape, reinforcing our role as a leader in digital security and empowerment.

If you want more information, please reach-out to:

Kim Allman
Head of Corporate Responsibility,
ESG & Government Affairs
Kim.Allman@GenDigital.com

Transparency Register number: [083146048556-68](https://www.gen.com/transparency)

United States: 60 E Rio Salado Pkwy STE 1000 Tempe, AZ 85203
Czech Republic: Enterprise Office Center Pikrtova 1737/1A 140 00 Prague 4
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