

DeNA Group AI Policy

February 24, 2023

"We delight people beyond their wildest dreams" is the Mission of DeNA Co., Ltd. and all its subsidiaries (hereinafter referred to as the "DeNA Group"). The DeNA Group cooperates appropriately with a variety of stakeholders to bring Delight to many areas and create a world where people's individuality can shine.

Under the DeNA Promise (our social promise) in Value, the DeNA Group promotes a commitment to product & service quality, cooperation & prosperity for all, overcoming challenges, acting with transparency, and acting sustainably, among others. The DeNA Group Code of Conduct and DeNA Group Human Rights Policy also stipulate that we respect the fundamental human rights of all people and conduct our business operations with consideration for diversity.

While the use of AI has the potential to drive the DeNA Group's business operations, depending on how it is used, it may also lead to detrimental effects, such as disadvantages to stakeholders. We hope to prevent this from happening and provide safe, secure, and reliable services and technologies.

Based on this approach, the DeNA Group has formulated the "DeNA Group AI Policy" (hereinafter referred to as the "Policy") as a guideline to comply with laws and regulations and to promote the appropriate use of AI throughout the DeNA Group, and the Policy was adopted through a board of directors resolution.

AI Centered on People

The DeNA Group respects the fundamental human rights of all people, including when using AI. We will deliver Delight to as many people as possible by seeking to leverage AI in a way that strikes an appropriate balance regarding the roles of people and AI that assists and extends human capabilities.

Fair to All

In the planning, design, development, and operation of services that use AI, the DeNA Group shall respect all stakeholders, be mindful of fairness, and strive not to discriminate or treat anyone unfairly.

Respecting Privacy

The DeNA Group shall strive to respect and protect privacy at each stage of AI use.

Ensuring Security

The DeNA Group shall strive to carry out initiatives in accordance with our basic policies on information security management and personal information management, and strive to provide services that can be used safely and securely, while being mindful of various risks, including AI-specific risks, at each stage of the process.

Transparency

The DeNA Group shall strive to engage in a sustained dialogue with stakeholders and to provide appropriate explanations regarding the use of AI, with the aim of achieving transparent and trustworthy use of AI.

Appropriate Use of AI

The DeNA Group shall proactively work to improve the skills and literacy required to achieve appropriate AI use.

Delivering New Delight

The DeNA Group shall continue to deliver Delight beyond imagination by not hesitating to take on the challenges of new AI technologies and services, and by sincerely addressing and overcoming the challenges that AI brings to society.