

CHARTER AI ETHICS

CHALLENGES,
OPPORTUNITIES &
RESPONSABILITIES



LABORATOIRES

Pierre Fabre

New ways to care

COMBINING ETHICS & PERFORMANCE WITH AI

Artificial Intelligence (AI) is profoundly transforming our professional and personal lives, potentially altering our daily work and actions.

For businesses, AI represents an exceptional opportunity for growth and innovation. By leveraging economic, scientific, and technological data, it enables process optimization, trend prediction, and the development of new solutions tailored to market needs.

It also raises crucial ethical questions. Transparency, security, privacy protection, and accountability: these are challenges we must address seriously.

To meet these challenges, we are framing our approach to AI with a charter dedicated to ethical AI. It is guided by our ethical principles and values, inherited from our founder, Mr. Pierre Fabre.

This charter for ethical AI complements the existing charters within our company and combines with applicable legislation such as the EU's AI Act, which we are naturally committed to respecting.

By adopting this charter, we affirm our commitment to developing and using AI responsibly, in line with our principles and commitments to society.



This charter formalizes our vision of trustworthy AI (lawful, ethical, robust) contributing to strengthening our positive impact on society.

It guides our employees and all our stakeholders towards best practices, reinforcing our positive impact on society.

Eric DUCOURNAU

CEO
Laboratoires Pierre Fabre

Definition of AI

«Artificial intelligence (AI) refers to systems that display intelligent behavior by analyzing their environment and taking actions - with a certain degree of autonomy - to achieve specific goals.

AI systems can be purely software-based, acting in the virtual world (such as voice assistants, image analysis software, search engines, or speech and facial recognition systems), but AI can also be integrated into hardware devices (such as advanced robots, autonomous cars, drones, or Internet of Things applications).»

Communication from the Commission to the European Parliament, the European Council, the Council, the European Economic and Social Committee, and the Committee of the Regions - Artificial Intelligence for Europe, Brussels, 25.4.2018, COM(2018) 237 final.



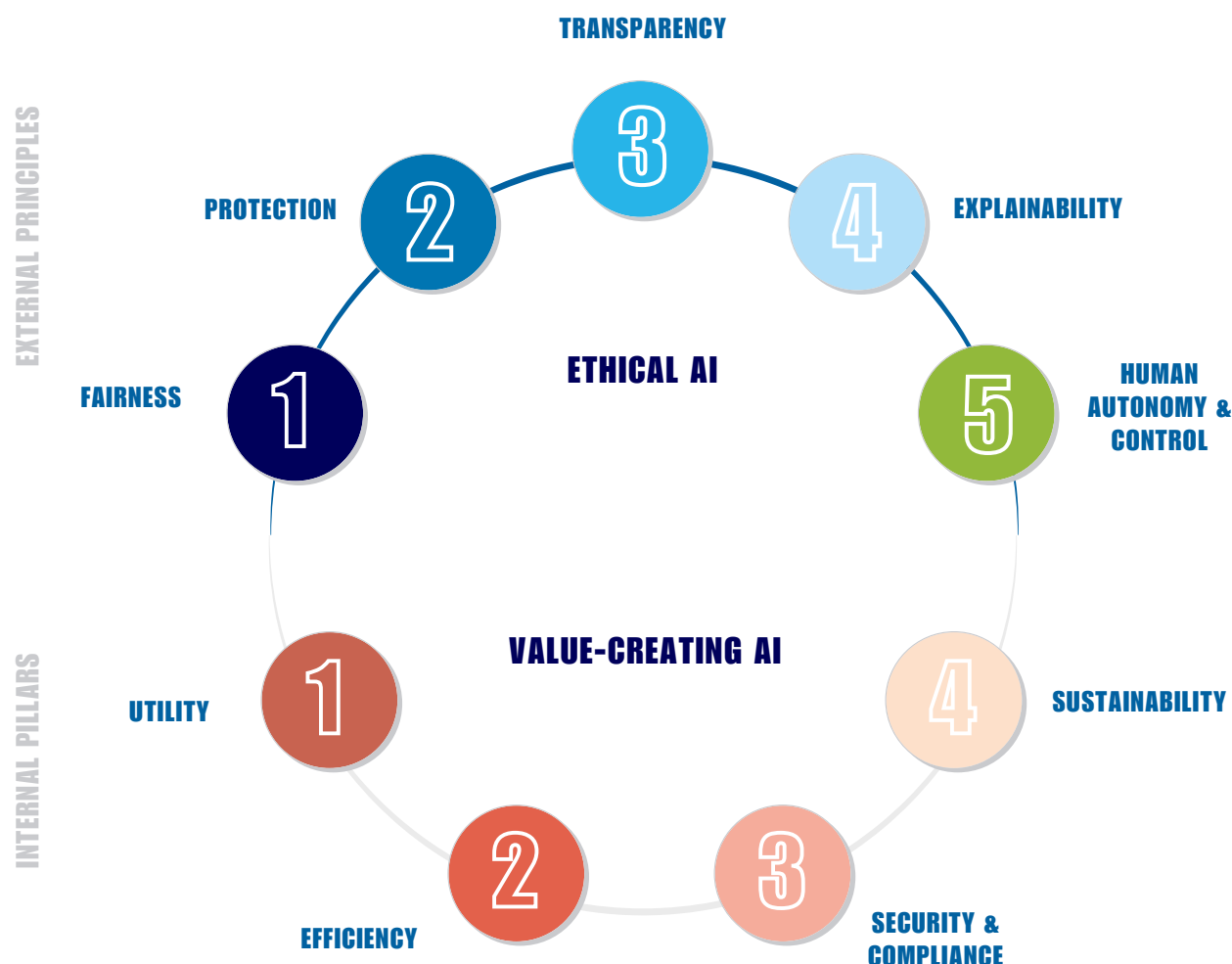
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GOLDEN RULES FOR ETHICAL AND VALUE-CREATING AI

For Laboratoires Pierre Fabre, Artificial Intelligence plays a crucial role in accelerating knowledge and techniques, thus strengthening our mission of innovation for the well-being of individuals while generating value.

Aware of the ethical challenges, we ensure that our AI projects and their use comply with the principles of the European approach to ethical AI. Furthermore, we rely on internal pillars to guarantee that AI is both high-performing and value-creating.



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ETHICAL PRINCIPLES IN ACTION

ACTION

Principle	Ethical Challenge	Pierre Fabre answer	In practice !
Fairness	Ensure that AI treats all individuals fairly, without discrimination, by designing unbiased algorithms that consider cultural, social, and economic diversities, to prevent prejudice and guarantee equitable access to the benefits of AI.	<ul style="list-style-type: none"> • Inclusive design: Develop inclusive algorithms. • Bias evaluation and testing: Implement processes to identify and correct biases before deployment. • Continuous monitoring: Regularly monitor AI systems to rectify any discrimination. 	<ul style="list-style-type: none"> • An AI Ethics Committee, composed of Risk Management, Legal Department, Data Office, Ethics & Compliance Department, Information Systems Security, and the Data Protection Officer (DPO), oversees AI issues and intervenes in the validation of use cases.
Data Protection	Guarantee the security and confidentiality of personal data by complying with laws such as the GDPR, while ensuring transparency in their use and control by individuals, to strengthen public trust in AI.	<ul style="list-style-type: none"> • Compliance and transparency: Comply with data protection laws and clearly inform users. • Security and control: Implement robust security measures and provide users with access rights. • Training: Train employees in ethical practices. 	<ul style="list-style-type: none"> • The Data Protection Officer (DPO) is fully integrated into the deployment of AI systems. This ensures that data collection is legitimate and perfectly secure. • Training of AI Ambassadors in ethical AI
Transparency	Make AI systems understandable and explainable by providing clear information about their operation, which strengthens trust, allows biases to be identified, and ensures responsible use.	<ul style="list-style-type: none"> • Explainability: Provide clear explanations about the functioning of AI. • Open communication: Inform about data and algorithmic processes. 	<ul style="list-style-type: none"> • The conversational agents (chatbots) deployed by Pierre Fabre, used internally and externally, have a notice of information for consumers, patients, and employees. This explains the use of AI, detailing its operation.
Explainability	Allow users to understand how AI makes decisions. Explainability enhances trust by providing visibility into internal processes, making AI's actions predictable and justifiable.	<ul style="list-style-type: none"> • Development of explainable algorithms: Design AI systems with understandable decisions. • Dialogue with users: Establish channels to answer questions and explain AI decisions. 	<ul style="list-style-type: none"> • A working group is established to audit AI systems through an analysis of specific risks and vulnerabilities, accompanied by a grid of adequate measures.
Human Autonomy & Control	Support and augment human decision-making capability without replacing it, by maintaining supervision of AI. Preserving human autonomy avoids excessive dependence, prevents abuses, and ensures that AI remains a tool respectful of the above-established principles.	<ul style="list-style-type: none"> • Human supervision: Ensure that AI decisions remain understandable. • Human-centered design: Develop AI that augments human decision-making. • Training in good AI usage practices. 	<ul style="list-style-type: none"> • "Ways of Working" have been deployed and shared with the company's 10,000 employees. • In 2024, 2,000 employees have been trained/made aware of Generative AI, with specific sessions for professions, supported by 70 AI Ambassadors in France and internationally.



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THE DRIVERS OF VALUE CREATION

01. UTILITY

We integrate Artificial Intelligence into our processes only when it offers tangible benefits and meets clearly identified specific needs. Before deployment, we ensure that these benefits are well understood and accepted by all stakeholders, thus guaranteeing that AI effectively supports our objectives while aligning with the expectations of the organization and its collaborators. This approach ensures that AI is used judiciously and responsibly, maximizing its utility and positive impact.

02. EFFICIENCY

The efficiency of an AI is measured by its ability to accomplish its tasks with precision, optimizing the use of resources such as time, energy, and data. It must improve existing processes, reduce errors, and adapt to new conditions to maximize its added value.

03. SECURITY

AI increases vulnerabilities to cyber threats and the hacking of sensitive data. The consequences can be severe, highlighting the responsibility to secure data access. The Laboratoires Pierre Fabre ensure the robustness of infrastructures with continuous monitoring and security measures. Backup systems guarantee resilience and service quality in case of an incident. Regular training in good cyber vigilance practices is overseen by IT security.

04. SUSTAINABILITY

AI systems are resource-intensive and costly to develop. The Laboratoires Pierre Fabre are committed to mitigating this impact by systematically evaluating the energy efficiency of systems before their deployment. Additionally, collaborators have access to an internal generative AI in "eco mode," underscoring the importance of this issue for the company, which is labeled Numérique Responsable NR LABEL N. The label for organizations committed to more sober, ethical, and inclusive digital practices.



THE SUSTAINABLE IT LABEL

On May 16, 2024 - The Laboratoires Pierre Fabre obtain the highest level of the Sustainable IT label for their commitments to more environmentally respectful and socially responsible digital practices.

The Sustainable IT label is based on a framework developed by the Institut du Numérique Responsable (INR) in partnership with the Ministry of Ecological and Solidarity Transition, the ADEME, and France IT.

OUR GOVERNANCE FOR ETHICAL AI

To ensure the proper application of the principles defined by this Charter, the Laboratoires Pierre Fabre have established specific governance. Its mission also involves supporting the deployment of AI within the organization, particularly through the controlled experimentation of new technologies.

- **An AI Steering Committee** composed of internal experts with multiple areas of expertise and cross-functional roles
- **An AI Ethics Committee** for AI projects composed of internal experts
- **A network of internal AI Ambassadors** in all professions and in all subsidiaries of the company

This governance enables the Laboratoires Pierre Fabre to understand and integrate new regulatory requirements such as the AI ACT aimed at regulating the use of Artificial Intelligence (AI).

This structured governance focuses on:

- **Providing an opinion** on the ethical, legal, and regulatory dimensions of AI projects
- Designing and coordinating **awareness and training programs** for employees
- Ensuring the **strategic alignment of AI projects** and their coherence and complementarity
- **Monitoring and controlling** the uses, costs, and value created by AI projects
- Conducting **legal, technological, societal, and economic monitoring** and analyzing their impacts
- **Proposing** changes
- **Reporting to the Management Committee** of the Laboratoires Pierre Fabre and submitting proposals



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AN IA IN LINE WITH OUR VALUES

Laboratoires Pierre Fabre stand out for their strong culture developed by their founder, Mr. Pierre Fabre.

Our values are part of our company history and guide our daily actions. These values are the foundations of our "Ethical AI Charter."



ATTENTIVE

We seek to understand the outside world and care for others



PIONEERING

We relentlessly identify new ways to care



CONSTRUCTIVE

We build collectively and sustainably

Contacts



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[Ethical policy of Laboratoires Pierre Fabre on the web](#)

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