**AI Statement (sample)**

We, **[**name**]**, use artificial intelligence (**AI**) techniques in various areas of our business. By this we mean systems that act on the basis of a training rather than by being fully programmed by humans. They are thus able to recognize patterns or create or change content. Their use should in particular be expected in the following areas:

* **Security, combating abuse:** For example, to detect suspicious activity in emails (malware), in transactions, in our networks or on recordings;
* **Customer care:** For example, to be able to answer customer enquiries automatically (e.g. chatbot), to document messages from and conversations with customers (e.g. by creating transcripts, log or summaries) and analyze them (e.g. to improve the quality or to better understand or assess the moods and opinions of persons), and to help us communicate with them (e.g. formulate emails);
* **Data analytics:** For example, to analyze data (e.g. transactions, website usage) for specific patterns, whether for non-personal purposes (e.g. market research, product development, training AI models) or for personal purposes (e.g. who is likely to be interested in a topic or offer, personalized advertising);
* **Online offers:** Forexample, to automatically generate content for our online services (e.g. images, summaries, translations, videos, avatars);
* **Development:** For example, to program software, to generate data for product tests, to detect defects and for virtualization in the context of product development;
* **Human resources:** Forexample, to pre-screen applicants' documents for aspects that are important to us (but not to make a decision);
* **Everyday work:** For example, to support us in our day-to-day work with texts, images and other content (e.g. creating summaries, translations, content generation), in searching for information in databases and on the Internet and as an assistant in the operation, management and development of our business.

We have regulated the use of AI internally, weigh up the opportunities and risks in advance of our use of AI and ensure appropriate human supervision where important matters are concerned. Where we offer dialogues with an AI, we will make this evident and, if necessary, point out potential errors. We also use data that we have within the scope of the law to train our own or third-party AI models and systems. See our privacy policy for the collection of personal data.

If you have any questions, incidents or requests, please contact: **[**Contact**]**