AI Ethics

It has often been pointed out that while new technologies can offer solutions for different kinds of issues and enrich people's lives, the risks those same technologies bring have the potential to lead to human rights issues like violations of privacy, more intense illicit surveillance, and discrimination by algorithms that have been trained on biased data. The Panasonic Group considers our approach to AI ethics as "a promise to the rest of the world to apply AI in ways that are human-centered and that respect human rights" and we work to apply that approach to AI ethics to the ways in which we develop and operate our AI products and services, as well as our AI Utilization.
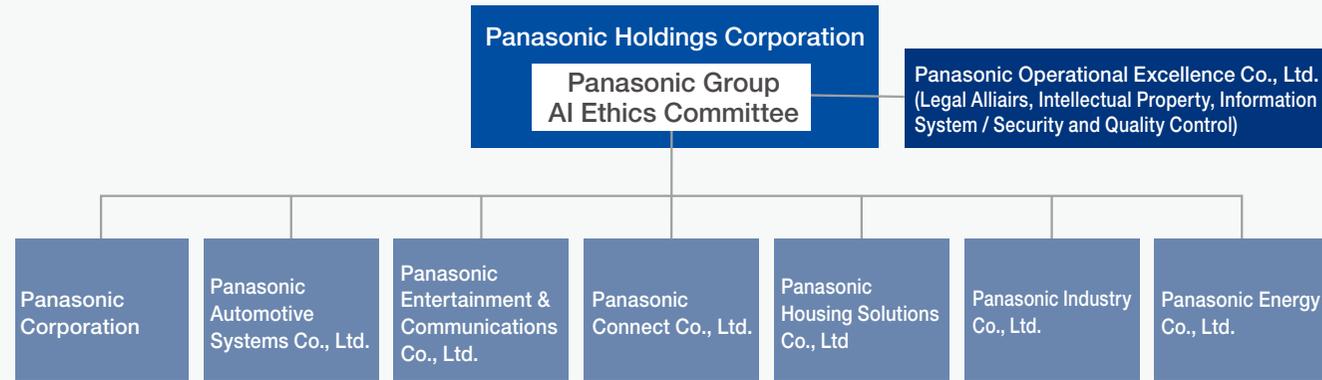
Policy

The Panasonic Group's policy with regard to AI is to work to protect the safety and interests of all stakeholders, including any customers involved, and minimize the impact of risks throughout the AI Utilization life cycle from the planning of AI products and services up to their sale and use. By fostering trust in our AI technologies and products in this way over the long term, we will encourage further AI Utilization, through which we can make a greater contribution to society.

In order to do this, we have defined our AI Ethics Principles (which apply to the entire Group) and we conduct AI ethics activities to mitigate and avoid risks that can come with improvements to those technologies and processes by evaluating and managing risks related to AI ethics so that our AI Utilization life cycle will function appropriately with reference to our AI Ethics Principles as well as relevant laws, regulations, and ethical guidelines for each country.

AI Ethics

Promoting Organization

AI Ethics Activities for the Panasonic Group are driven by the Group's CTO (as of August 2022).

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│      Panasonic Holdings Corporation       │    │ Panasonic Operational Excellence Co., Ltd. │
│  ┌────────────────────────────────────┐  │────│ (Legal Alliairs, Intellectual Property, Information │
│  │        Panasonic Group              │  │    │ System / Security and Quality Control) │
│  │    AI Ethics Committee              │  │    └──────────────────────────────────────┘
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| Panasonic Corporation | Panasonic Automotive Systems Co., Ltd. | Panasonic Entertainment & Communications Co., Ltd. | Panasonic Connect Co., Ltd. | Panasonic Housing Solutions Co., Ltd | Panasonic Industry Co., Ltd. | Panasonic Energy Co., Ltd. |

The AI Ethics Committee has been established within the Group by the CTO comprises staff members in charge of AI ethics and members from other related departments like legal and information security, and provides the Group with systems and measures to be implemented in relation to AI Ethics Activities and provides Operational Companies with support for their AI Ethics Activities as well as understanding, reviewing, and formulating countermeasures against risks. We have also provided for someone to be responsible for AI Ethics activities at each Operating Company, and these individuals cooperate with the AI Ethics Committee to carry out activities that fit the business and technologies of each company.

Education

The Panasonic Group has created training systems and content to that we provide to our Operating Companies to be used in AI education conducted by AI ethics committees to enable employees across the Group to execute their work in ways that comply with the principles of our AI Ethics Activities.

Major Initiatives

Public announcement of AI Ethics Principles

In recent years, issues concerning AI Ethics including increased discrimination, invasions of privacy, and other safety concerns caused by the misuse of AI technologies have become social issues. The Panasonic Group has defined our AI Ethics Principles and made them public because with the aim of giving customers peace of mind when it comes to using AI products and services from the Group given those issues.

■ Risk Assessment

The AI Ethics Committee collects data including Group employee survey results and risk assessments results for Operating Companies and analyzes it to understand any risks withing the Group. For matters that have been determined to pose a high level of risk, the Committee sets up review teams to conduct risk reviews and remedies or otherwise addresses them across organizational divisions.

■ External Cooperation

The AI Ethics Committee also conducts other research and outreach related to AI ethics in a variety of ways, including participation in committee activities at external institutions researching AI ethics and as well as in the community, academic, and public sectors.

Panasonic Group AI Ethics Committee was able to participate in the drafting of the Governance Guidelines for Implementation of AI Principles laid out by Japan's Ministry of Economy, Trade and Industry at the Expert Group on How AI Principles Should be Implemented.

Reporting Mechanisms

The Panasonic Group has created a global hotline that can be used by any employee or business partner of the Group to report anything they have seen or heard that could be cause for concern with respect to AI ethics. We also have systems set up for general inquiries related to personal information in each country, which responds to concerns about protecting customer privacy. See the following for more details.

- Whistleblowing System in Fair Operating Practices (P121)
- Panasonic Holdings Corporation Privacy Policy (for Japan)