

Guidelines for Artificial Intelligence (AI)

Artificial intelligence (AI) needs a framework. We have defined this framework with our nine self-binding guidelines.

They describe how we at Deutsche Telekom should use AI and how we should develop our AI-based products and services in the future. The basic idea is that AI is initially just a tool which is inherently neutral. It's up to us to use AI in positive ways.

1. Responsible



At Telekom we do different:
We are responsible.
Clear definition of who is responsible for which AI system.

2. Careful



At Telekom we do different:
We care.
AI systems and their usage obey human-defined rules.

3. Supporting



At Telekom we do different:
We put our customers first.
Using AI to simplify our customers' lives.

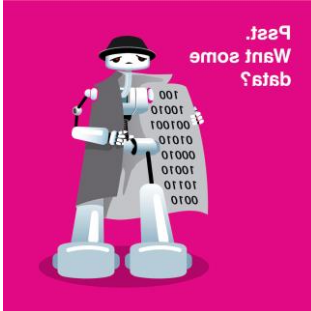
4. Transparent



At Telekom we do different:
We are transparent.
Transparency when a customer communicates with an AI and regarding our use of customer data.

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5. Secure



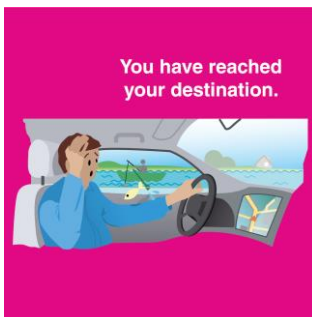
At Telekom we do different:
 We are secure.
 Our customers' data is protected
 against unwanted external access.

6. Reliable



At Telekom we do different:
 We set the framework.
 Good preparation precedes an excellent
 outcome.

7. Trustworthy



At Telekom we do different:
 We maintain control.
 Continuous readiness to interfere in AI
 systems to prevent and/or reduce
 damage.

8. Cooperative



At Telekom we do different:
 We foster the cooperative model.
 Get advantages out of a cooperative and
 complementary model of human-machine
 interactions.

9. Illustrative



We share and enlighten.
 Spreading knowledge about AI
 and teaching relevant skills.