

## TOPIC BRIEF:

# RESPONSIBLE ARTIFICIAL INTELLIGENCE USE

### Topic Summary

#### Responsible Use of Artificial Intelligence

Disney is a place of storytellers and innovators. A place that marries imagination and innovation. It has a rich history of blending storytelling and technology to bring imagination to life and connect people to iconic characters, stories, and brands. We embrace the promise of artificial intelligence (AI) as a tool to benefit our employees, customers, guests, and creators. We are committed to using AI in a responsible, human-centered, and ethical manner that recognizes the value of human creativity, respects intellectual property, and considers our audiences expectations.

We understand that AI presents both incredible opportunities and distinct risks. We have established an AI governance process pursuant to a principles-based framework and our generally applicable policies that embody our commitment to operating responsibly and with integrity throughout our business. We seek our use of AI to be fair, free from bias and discrimination, transparent as appropriate to the circumstances, and consistent with our standards for privacy, data security, and journalistic integrity. We work to exercise appropriate human oversight, protect our intellectual property rights, and respect the intellectual property rights of others.

Relevant generally applicable policies include our Standards of Business Conduct, our Privacy Policy, our Information Security Management System, and our Human Rights Policy. Consistent with our Human Rights Policy and the United Nations' Guiding Principles on Business and Human Rights, we evaluate where we may cause or contribute to actual or potential adverse human rights impacts through our own business activities, and where human rights impacts may be directly linked to our operations, products, and services by our business relationships.

We recognize that AI technology, its potential use cases, and understanding of the risks and benefits are evolving rapidly. We will continue to monitor AI developments so that we can accurately assess—and reassess as needed—impacts on our business, employees, customers, guests, audiences, and creators.

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#### GOVERNANCE

We have built a governance process designed to identify business, information integrity, human rights, privacy, legal, and other risks associated with proposed uses of AI as well as measures which can be employed to satisfactorily mitigate them.

Business leaders have the primary responsibility for assessing the business impacts of AI. Prior to testing or implementing a new use case of AI, including research and development uses, the responsible business unit submits its proposal to undergo the central review process. Proposals are routed to appropriate subject matter experts in relevant areas including cybersecurity, human rights, intellectual property, law, privacy, and technology. These experts identify potential risks associated with the proposed use and assist in the development of mitigation plans as appropriate. Our generally applicable governance practices and policies, such as our Standards of Business Conduct, Privacy Policy, Information Security Management System, and Human Rights Policy, and any relevant guild or collective bargaining agreements, also apply. The central review process, described above, is led by an interdisciplinary team of business executives, who also are responsible for providing appropriate updates to executive management and the Board.

Our use of AI currently falls into three broad categories:

- Enhancing human-centered creative output and storytelling capabilities
- Innovating around the guest experience to more effectively meet the needs of our customers
- Improving operational efficiency by empowering our employees with AI tools that help them do their jobs better and improve their workplace experience

## **Additional Resources**

[Standards of Business Conduct](#)

[Privacy Policy](#)

[Human Rights Policy](#)

[Cybersecurity Topic Brief](#)