

Telefónica's Artificial Intelligence Principles



Human-centered

We want AI to contribute to making our world more human, ensuring that AI respects and promotes Human Rights.

We are committed to preserve personal integrity, protect vulnerable groups and avoid the potential negative impacts of AI.

We believe human oversight is crucial to preserve autonomy, human dignity and liberty of choice.



Transparent & Explainable

We try to comprehend the logic behind the results achieved by models, so that we can increase user trust. We strive to maintain a fair balance between performance and explainability.

We make sure people are aware of their interaction with AI.



Fair & Inclusive

We promote the accuracy of results provided by our AI systems for fair and reliable decisions to be made.

We want to ensure that our AI is representative and accessible, inclusive and equitable.

We work to ensure that applications do not lead to bias and discriminatory impacts.



Respectful of privacy & security

We commit to respect the right to data protection and privacy. In addition, we use privacy by design methodology.

Following our security by design approach, we work to ensure solid and robust AI systems. We also believe traceability is essential to ensure cybersecurity of AI systems.



Committed to the environment

We promote AI as a differential tool to preserve the environment, foster sustainability and alleviate climate crisis.

We work to assess and minimize the environmental impact, reduce the carbon footprint and optimize the energy efficiency of AI systems.



With responsibility and accountability through the value chain

We strongly believe responsibility and accountability are irreplaceable by AI.

We work to ensure traceability of decisions made throughout the whole value chain, also when working with associates and third parties.

We have a governance model that defines roles and responsibilities and that allows us to identify and mitigate risks, as well as to ensure the auditability of AI systems.