



NICE AI Code of Ethics

Introduction

At NICE, we are committed to leading the way in ethical Artificial Intelligence (**AI**), with a commitment that extends beyond compliance to embodying our core values of innovation, customer centricity, and integrity. Our AI Code of Ethics is designed to guide the responsible creation, deployment, and use of Artificial Intelligence across our products and services, ensuring they benefit our stakeholders while respecting human rights and promoting technological advancement.

The NICE AI Code of Ethics

1. Transparency and Engagement

- a. Proactive Disclosure - We commit to proactively disclose the use of AI in our solutions, ensuring our customers and stakeholders are fully informed.
- b. Customer-Centric Explanations - Explanations of our AI system's operations are available, ensuring clarity about the data used, use cases and outcomes.
- c. Stakeholder Collaboration - Integration of AI technologies are done with transparency, actively engaging with stakeholders to align AI applications with their needs and ethical standards.

2. Explainability and Understanding

- a. Comprehensive Documentation - We ensure detailed documentation of AI functionalities, use cases and outcomes, making this information accessible to those who use or are affected by our technologies.
- b. Explainability standards - Explainability standards, as set by our management team, are upheld across all business units, fostering trust, and understanding.

3. Validation and Trust

- a. Rigorous Testing - AI systems undergo stringent testing and validation to ensure accuracy, reliability, and purpose alignment, reinforcing stakeholder trust.
- b. Representative Data - We commit to using diverse, accurate, and representative datasets to train our AI, ensuring decisions are made on a fair and unbiased basis.

4. Fairness and Equity

- a. Bias Mitigation - Our AI models are evaluated and refined to prevent bias and ensure equitable outcomes for all users, regardless of protected characteristics.
- b. Inclusive Development - We prioritize the development of AI technologies that promote fairness, utilizing datasets that reflect the diversity of our global customers.

5. Ownership and Accountability

- a. Clear Ownership - Each team within NICE establishes clear ownership for AI ethics guidelines, ensuring a structured approach to ethical AI development and use.
- b. Control Mechanisms - Effective processes are in place to address and mitigate any potential harm caused by AI technologies, ensuring accountability, and offering remediation.

6. Safety, Security and Resilience

- a. Safety First – Our AI models observe the applicable safety standards designed to decrease the risk of unintended consequences and errors.
- b. Robust Protection - Our AI models are designed to be secure and resilient, incorporating advanced measures to safeguard against cyber threats and unauthorized access.
- c. Continuous Improvement - Security practices are continually monitored and enhanced in response to evolving threats, ensuring the protection of our AI systems and the data they process.



7. Quality Assurance and Excellence

- a. High Standards - Regular assessments and quality checks are conducted to ensure AI technologies meet NICE's high standards of excellence and regulatory compliance.
- b. Human Monitoring - Decisions made by AI applications are regularly monitored so that human overrule to algorithmic decisions can be applied if needed.
- c. Bias Detection and Correction - We are committed to identifying and correcting any unintended biases or errors, maintaining an open line of communication with the management for transparency and oversight.

Conclusion

This AI Code of Ethics represents our commitment to ethical AI practices that respect individual rights, foster innovation, and deliver value to our customers and society. We recognize the importance of continuous evaluation and adaptation of our ethical guidelines to stay ahead of technological advancements and societal expectations. At NICE, we are committed to using the power of AI responsibly and ethically, ensuring our technologies pave the way for a safer, fairer, and more productive future.