



AI Charter

September 2025

Artificial Intelligence – What Do We Mean?

Artificial Intelligence (AI) refers to the set of technologies capable of simulating human cognitive functions such as learning, reasoning, perception, content generation, or decision-making. Generative AI specifically refers to systems that can autonomously produce text, images, sounds, or other types of content, based on large training datasets.

At VO Group, we view AI as a tool for augmentation, not replacement, designed to support the creativity, efficiency, and responsibility of our collaborators.

The following Artificial Intelligence Charter sets out the key principles guiding the adoption and use of AI tools within VO Group.

Artificial Intelligence Charter at VO Group

Artificial Intelligence (AI), and in particular Generative AI, is opening new possibilities in the way we work, create, and interact. To ensure these uses remain ethical, responsible, and sustainable, VO Group adopts the following principles and commits to applying them in daily practice.

This Charter is intended for our clients, partners, and suppliers. Its purpose is to guarantee transparency and trust in our AI-related practices, to explain our commitments, and to establish a clear framework for the projects we undertake with you.

It complements our internal AI Use Policy, already in force for our collaborators, and focuses on the principles that guide our external interactions and collaborations.

Relevance & Frugality

VO Group uses AI only when it serves a clear operational or strategic need. The chosen tool must be suited to the task at hand, provide a tangible benefit, and never be used as a default or convenience solution. In line with our commitment to digital sobriety, we strive to limit the use of resource- or energy-intensive systems, favoring simple, efficient, and low-impact alternatives. AI tools are applied only when they are genuinely relevant to solving a problem or identifying a solution.

The goal is to maximize usefulness while minimizing ecological and technical costs.

Responsibility

VO Group collaborators remain fully responsible for the content they produce or share, including when it is generated in whole or in part by AI. This means reviewing, verifying, correcting, and validating outputs to ensure legal compliance, factual accuracy, and ethical relevance. We encourage our collaborators to refer to the Code of Ethics as well as the Diversity, Equity & Inclusion Charter, which explore these issues in greater depth. We also commit to respecting the terms of use of the tools we employ and to implementing systematic verification processes whenever AI-generated content has an external or strategic impact.

Fairness

We ensure that the use of AI tools neither introduces nor reinforces discriminatory bias. Fairness, inclusivity, and accessibility must be guaranteed in all content produced and in all AI-assisted decisions. VO Group is committed to assessing the potentially discriminatory effects of certain tools, remaining vigilant regarding algorithmic bias, and prioritizing systems that are designed with fairness at their core.

Transparency

All uses of AI must be understandable, explicit, and traceable. Content generated entirely by AI must be clearly identified, with a link to our AI Charter attached. When content is partially generated by AI, a simple link to the AI Charter is sufficient.

In addition, both internal and external users must be informed when they are interacting with an AI system, and any decisions made with the help of AI tools must be documented to ensure they can be justified afterwards. This traceability is essential to building trust.

Awareness & Quality

Artificial intelligence does not replace expertise, it complements it. That is why VO Group promotes an informed approach to AI, fostering broader understanding of the subject across our teams. This includes knowing the strengths and limits of each tool, as well as developing the ability to craft effective prompts and critically assess results.

We encourage knowledge-sharing sessions and the exchange of best practices, so that together we can advance our collective maturity in the use of artificial intelligence.

Security

The security of systems, data, and personal information is an absolute priority. AI tools used by VO Group must comply with internal data classifications and must never recklessly expose confidential, sensitive, or personal information. Extra caution is required when using functions such as document uploads. Before deploying or adopting any new AI tool, cybersecurity risks must be assessed.

Continuous monitoring is carried out on vulnerabilities related to the tools in use, ensuring a rapid response in case of threats. In all circumstances, VO Group commits to strictly adhering to the provisions and potential updates of the European GDPR.

Personal Data Protection (GDPR)

Recent developments in the European legal framework closely link the General Data Protection Regulation (GDPR) with the new Artificial Intelligence Act (AI Act), which has been gradually entering into force since August 2024. Below are the key elements you need to know for a full understanding of the current situation.

Complementarity of GDPR and the AI Act

- The GDPR remains the key reference for personal data protection, enforcing principles of lawfulness, fairness, transparency, minimization, security, and strengthened rights for data subjects.
- The AI Act introduces specific obligations for the development, deployment, and use of AI systems, particularly those processing personal data. The two regulations are complementary: GDPR governs the processing of data, while the AI Act addresses AI-related risks and their management.

Key points to monitor :

- The joint application of GDPR and the AI Act requires heightened vigilance: every AI process involving personal data must be assessed under both regulations.
- The European framework is evolving: clarifications and adjustments are expected as implementation progresses, especially regarding the boundaries between personal data, anonymization, and innovative uses of AI.

In summary: recent laws enforce a strong convergence between the GDPR and the AI Act. Personal data protection remains central, but now extends to the overall governance of AI systems, with increased requirements for transparency, human oversight, documentation, and accountability.

Job Preservation

AI is not intended to replace humans but to strengthen them. At VO Group, we view AI as a lever for augmenting human capabilities, not as a substitution tool. The introduction of these technologies should enable collaborators to focus on higher value-added tasks and to develop new skills. We support the upskilling of teams at every level of the organization and reject automation whose (sole) purpose is workforce reduction.

Creativity & Intellectual Property

AI can support inspiration but must never undermine the originality or creative integrity of our work. VO Group ensures that we do not reproduce or distribute content with uncertain rights, and that we continue to promote and highlight human creativity. We are committed to preserving the artistic, strategic, and narrative value added in every deliverable.

Innovation & Controlled Experimentation

Experimentation is part of our DNA. VO Group encourages the testing of emerging AI tools within a safe, ethical, and documented framework. All experimentation must be approved beforehand, include a feedback process, and align with a logic of shared progress.

Principles	VO Group Commitments
Relevance & Frugality	<p>AI is used only when it meets an operational or strategic need. We:</p> <ul style="list-style-type: none"> • Ensure alignment between the tool and the intended task; • Avoid relying on AI by default or systematically; • Limit the use of energy- or resource-intensive systems; • Favor simple, efficient, and low-impact alternatives.
Responsibility	<p>Every VO Group collaborator remains responsible for AI-generated content. We:</p> <ul style="list-style-type: none"> • Verify the factual accuracy, legality, and ethical relevance of results; • Respect the terms of use of all tools; • Put in place processes for review, correction, and validation; • Apply reinforced scrutiny to content with external or strategic impact.
Fairness	<p>AI must not reinforce bias or inequality. We:</p> <ul style="list-style-type: none"> • Uphold fundamental rights, accessibility, and fairness; • Remain vigilant about algorithmic bias; • Assess potential discriminatory effects of the tools used; • Prioritize systems designed with fairness from the outset.
Transparency	<p>AI use must be understandable, explicit, and traceable. We:</p> <ul style="list-style-type: none"> • Clearly indicate any content generated 100% by AI, with a link to the Charter; • Inform users when they are interacting with AI; • Document decisions and internal uses of AI; • Ensure the ability to justify results produced by AI systems.
Awareness	<p>AI supports — but does not replace — human expertise. We:</p> <ul style="list-style-type: none"> • Strengthen AI literacy across teams; • Train collaborators to craft effective prompts; • Encourage critical analysis of outputs; • Share best practices and feedback to build collective knowledge.

Security	<p>Protecting systems and data is a top priority. We:</p> <ul style="list-style-type: none"> • Comply with internal data classifications; • Prohibit the reckless exposure of sensitive, confidential, or personal data — in line with GDPR; • Assess cybersecurity risks before any deployment; • Remain cautious with document upload functions; • Maintain ongoing monitoring of AI-related vulnerabilities.
Data Protection (GDPR)	<p>AI use complies fully with data protection laws. We:</p> <ul style="list-style-type: none"> • Do not process personal data with AI without a strictly valid legal basis and without duly informing the individuals concerned; • Conduct Data Protection Impact Assessments (DPIAs) before adopting or using AI for personal data processing; • Favor European tools, compliant with privacy by default and by design, whenever possible; • Exercise particular caution with any tool assisting or automating decision-making. VO Group strictly complies with the GDPR. We are currently undergoing an audit with our partner Timelex to assess our GDPR maturity. In parallel, VO Group is also conducting a cybersecurity audit. These audits aim to align with — and potentially obtain — recognized certifications.
Job Preservation	<p>AI serves humans, not the other way around. We:</p> <ul style="list-style-type: none"> • Promote complementarity between AI tools and human expertise; • Use AI to free time for higher value-added tasks; • Support the upskilling of our teams; • Reject uses whose sole objective is workforce reduction.