



RESPONSIBILITIES WHEN USING GENERATIVE AI (“GenAI”)

1. **Permitted Use and Risk Assessment.** Employees may use GenAI only for legitimate business purposes within the scope of their roles and responsibilities. Before using GenAI for any particular task, employees must assess potential risks and consult with their manager, Legal, or Technology if uncertain. Employees must also ensure that their use of GenAI aligns with A+E’s **Guiding Values & Principles** and the company’s **Generative AI Standards for Content Creation**, as applicable, available at aipolicies.aegm.com. These documents provide current guidance on the accountable, transparent, and ethical use of GenAI and will continue to evolve as new technologies emerge and as A+E’s understanding of GenAI use cases expands.
2. **Accuracy and Human Oversight.** GenAI-generated content may be incomplete, inaccurate, or misleading and should be treated as raw material or inspiration on a creative project, not final work product. Employees are responsible for verifying the accuracy, reliability, quality, and appropriateness of any GenAI-generated content before using it in deliverables, publishing it, or relying on it for decision-making. Under no circumstances should GenAI output be copied and pasted directly into workflows without the user considering all of these Responsibilities, including review for accuracy, quality, security, copyright, defamation, and bias concerns.
3. **Confidentiality and Privacy.** Employees must not input confidential or proprietary Company information (in the form of prompts, documents, data, quotations, video or audio recording, or any other method) into third-party or off-the-shelf GenAI tools that are not covered by a Company-approved enterprise license without prior approval. This includes financial data, business strategies, trade secrets, creative content that has not been publicly distributed, and other sensitive Company information and work product. This restriction applies even if individual or corporate names are redacted or anonymized, and even if information is framed in the form of a hypothetical. Prompts or data entered into unapproved GenAI systems may be stored or used to train those systems, risking loss of confidentiality. Likewise, personal information regarding the Company’s employees, talent, clients, customers, business partners, advertisers, vendors, and the like must not be shared with unapproved GenAI systems. Approved GenAI tools will be accessible through the Company’s Okta single sign-on (SSO) system; any GenAI tool not accessible via Okta should be considered unapproved unless otherwise explicitly authorized by Technology.
4. **Intellectual Property and Contractual Obligations.** Employees must exercise caution when claiming or assigning intellectual property rights in GenAI-developed content, including any content developed by A+E or received from third parties. While GenAI can be a valuable tool for generating ideas, creating preliminary drafts, and assisting in the development of various types of media, there is a substantial risk that GenAI-generated content may not be eligible for copyright protection unless it includes significant human input and transformation. There is also a risk that GenAI outputs may inadvertently replicate or resemble works created by others. Employees must follow the company’s Intellectual Property policy, including ensuring that neither A+E nor any third party

infringes upon another's intellectual property rights when using GenAI. This includes respecting the copyrights, trademarks, rights of publicity, and other legal protections. Employees also must follow the company's Generative AI Standards for Content Creation, as applicable.

5. Compliance and Consumer Protection. All GenAI use must comply with applicable laws and regulations, including both generally applicable laws and regulations and those related to artificial intelligence or automated decision-making technology use, or chatbot use specifically. For example, the Federal Trade Commission (FTC) and other regulators have cautioned that failure to disclose when consumers are interacting with an automated process may constitute an unfair or deceptive practice.
6. Professional, Respectful, and Ethical. Employees must not use GenAI in ways that are unprofessional, disrespectful, offensive, defamatory, illegal, or unethical, or that otherwise violates Company policies. This includes using GenAI to spread false or misleading information, harass or bully others, or attempt unauthorized access to systems or data. Employees should also remain aware that GenAI outputs may reflect or perpetuate bias, stereotypes, and prejudices regarding legally protected characteristics, or ignore social or moral conventions entirely. Careful human judgment is required to ensure outputs are appropriate, fair, and consistent with A+E's values.
7. Third-Party Agreements. Employees responsible for agreements with vendors, contractors, or sub-contractors must take steps to ensure that such agreements include adequate protections for A+E data and against A+E liability and that such third parties have adequate and responsible AI policies and controls in place if they will use AI systems as part of their work performed for A+E.
8. Legal and Technology Support. Employees should consult Legal or Technology, as appropriate, with any questions or concerns regarding these Responsibilities, A+E's Guiding Values & Principles, and the company's Generative AI Standards for Content Creation.