AI Ethics Principles

NHN is committed to respecting human rights and upholding the principles of integrity and diligence as our ethical beliefs. We adhere to AI ethics principles in order to develop and provide safe AI technologies that can be used by anyone in everyday lives.

1. **Human-centric**
    Serving as a tool to make people's lives convenient and happy, NHN's AI respects human dignity and universal values of humanity.

2. **Respect for diversity**
    NHN's AI embraces people with diverse social and cultural backgrounds. We consider the diversity when it comes to developing training data and algorithm for AI system and make utmost efforts to avoid bias.

3. **Fairness**
    NHN's AI operates in a fair and non-discriminatory manner for all individuals, preventing discrimination based on race, gender, origin, economic background, and other factors.

4. **Trustworthiness**
    NHN's AI strives to explain its operational methods and decision-making processes transparently, providing explanations allowing users to understand and trust the outcomes.

5. **Privacy protection**
    NHN's AI handles user's personal information in a lawful and secure manner. It respects personal data protection and privacy, collecting and utilizing information only within the scope of user consent.