AI Self-Regulatory Code

24 ORE Group has adopted a self-regulatory code for the ethical use of artificial intelligence (AI) in its publishing and professional activities. The primary objectives of this code are to protect the quality of information, uphold the integrity of the journalistic profession, and maintain the overall professionalism of the Group.

With the AI Self-Regulatory Code, 24 ORE Group is committed to harnessing technological innovations while preventing harmful uses that conflict with its ethical values of honesty, fairness, and transparency, ensuring that technological advancement aligns with the Group's ethical and professional standards.

1. Principle of regulatory compliance

Ensure that all decisions regarding the application of AI models within the Group are made through the proper and informed use of AI tools, maximizing their benefits while avoiding risky behavior and ensuring compliance with company policies and/or applicable regulations. Respect for privacy, effective management of personal data, and protection of copyright and intellectual property - whether belonging to the Group or to third parties - are crucial.

2. Principle of data provenance and reliability

Always ensure the accuracy, completeness, and relevance of data used by AI, with the Group being responsible for maintaining these standards. It is essential to ensure that all data come from reliable and verified sources, maximizing transparency about their provenance. Periodic reviews of datasets must also be conducted to ensure their timeliness, integrity, and relevance.

3. Human-In-The-Loop Principle ("HITL")

Ensure the central role of human judgment and professionalism in the AI development and adoption process to guarantee that decisions are ethically sound and aligned with the Group's values. The use of AI tools should be supervised by professionals and operators, ensuring that they retain evaluative and decision-making autonomy. Additionally, it is noted that the Group's journalistic content will be conceived and verified by journalists. In this regard, AI will be used solely as a support for journalistic activities, not as a substitute, to ensure the quality, impartiality, and pluralism of information.

4. Principle of inclusiveness and diversity in data use and algorithm adoption

Prioritize inclusiveness and diversity in the development of AI technologies, ensuring ongoing reviews of algorithms and datasets to be representative of sociocultural diversity. This approach aims to prevent bias and promote solutions that are ethically grounded and socially responsible. AI should therefore be viewed as a tool to support both the Group and its employees, always aimed at promoting inclusiveness and preventing any form of discrimination against people, activities, or content.

5. Principle of responsibility and accountability

Recognize that individual responsibilities, skills, and accountability are essential for the effective integration and use of AI in production and decision-making processes. It is also essential that each user, regardless of their role in the corporate structure, takes responsibility for using AI technology. Given that AI-generated results may be imperfect, users must verify the correctness and accuracy of these results before applying them.

6. Principle of digital education and communication transparency

Develop training pathways that are accessible to all levels of the company, aimed at enhancing both technical skills and understanding of the ethical and social implications of using AI. Promote the use of understandable language and clear and transparent communication regarding AI. This ensures that all professionals and operators can use AI in compliance with the law, respect third-party rights, and adhere to standards of ordinary diligence. Transparency is also required in identifying products generated through the use of AI systems.