

# Charter for the use of Artificial Intelligence

## Definitions and objectives

### *What is Artificial Intelligence?*

Artificial Intelligence (AI) aims to perform tasks that would normally require human intelligence. These tasks include learning, problem-solving, decision-making, visual and auditory perception, and understanding natural language.

To avoid any confusion, the notion of Artificial Intelligence will here be narrowed to systems capable of **learning by themselves**, including non-generative AI (also known as algorithmic AI) and generative AI. On the other hand, systems based solely on rules established and coded by humans are not covered by this charter, for example, algorithms based on "If / Then" rules or statistical analysis.

### **Definitions**

**Non-generative AI:** Non-generative AI refers to artificial intelligence systems that are not designed to create new content or models from existing data. These systems focus on analyzing and interpreting existing data to categorize, recommend, suggest decisions and actions, solve problems or perform specific tasks. Examples of non-generative AI include supervised and unsupervised machine learning systems, artificial neural networks for classification and pattern recognition. These systems are often used in applications such as image recognition, fraud detection, demand prediction and process optimization.

**Generative AI:** Generative Artificial Intelligence is a branch of AI that focuses on the creation of new content. It learns from an existing dataset by identifying patterns and trends, enabling it to generate content that is new and original, but similar to the training data, whether text, computer code, images, music or other types of data.

At LISI, non-generative AI applications represent most opportunities to date. Generative AI applications are under development.

### *Why an AI charter?*

This charter aims to **promote and guide the responsible use of AI** within the Group. It empowers all LISI employees to fully understand the benefits, expectations, risks and responsibilities involved. The AI usage charter aims to:

- Establish clear guidelines
- Promoting the ethical and reasoned use of AI
- Identifying and managing risks
- Building trust
- Complying with regulations

## Different types of use

Artificial Intelligence serves primarily as a tool to enhance specific applications. It is essential to begin by identifying and clearly defining the problem at hand, as well as establishing the objectives to be achieved, employing standard methodologies.

### *Operational use cases*

These use cases enhance operational processes for significant efficiency gains: automating workflows, managing requests and inventory, assisting sales, personalizing customer experiences (with chatbots for example), detecting fraud, and analyzing problems in quality or maintenance. AI analyzes, predicts, and automates these business processes.

### *Strategic use cases for innovation and competitive differentiation*

Far beyond improving the company's existing activities, these uses create a major competitive advantage, open up new markets, or generate new sources of revenue. These "gem" cases are more difficult to identify and often require more substantial investments and a deeper transformation of the company's model.

### *Internal use cases, personal assistants and productivity*

AI can help employees with repetitive tasks like data consolidation, report synthesis, document comparison, content generation, translation, document management, and diary management. It can also provide expert advice, such as knowledge bases, Excel formulas, code generation, and case law research.

## AI - Impacts to be aware of

As with any transformation or technology, the impact on the three pillars of the 3P approach -People, Planet, Profit- needs to be identified.

### PEOPLE

**Physical integrity** - AI must never compromise the physical integrity, health and safety of people, for example, in the case of an AI solution controlling a robotic arm, or an AGV that could injure a pedestrian.

**Ethics and fairness** - AI must be designed and used ethically and fairly, without discrimination or prejudice. It is important to ensure that the data used to train AI is representative of society's diversity, and to restrict cognitive biases. In particular, the transformation generated by AI should not lead to the exclusion of any group of people.

**Privacy** - AI must respect the privacy of individuals. This means ensuring the security of the data used by AI, and complying with current regulations on the protection of personal data.

**Social conditions** - AI must generate a positive social impact, particularly in terms of working conditions, safety and health. It must also contribute to the long-term well-being of everyone. We also need to get our employees on board, by preparing them for these transformations, particularly through training and skills enhancement.

**Transparency & Trust** - Trust in AI should not be negotiated, it is necessary for its adoption and therefore for value creation. Users and stakeholders must be informed about the use of AI and its limitations. It is essential to communicate clearly and transparently about the decisions made by AI and how they are made.

**Responsibility** - Although AI tries to come as close as possible to human intelligence, it remains a technology at the service of humans, and cannot be held responsible in any way. Clear rules must therefore be established on the responsibilities of the parties involved in the solution. The human being remains the sole master of the solution implemented.

## PLANET

**Environmental footprint** - AI must be designed to minimize its environmental footprint. This means ensuring the energy efficiency of the algorithms used and the infrastructure required, throughout their life cycle: rare materials for components, carbon footprint and water requirements for the construction and operation of these infrastructures.<sup>1</sup>

**Contribution to the ecological transition** - AI can contribute to the ecological transition by helping to optimize energy consumption, reduce greenhouse gas emissions and promote the use of renewable energy sources. It is important to take these impacts into account when deploying AI-based solutions: eco-design, resource use and reuse, waste recovery.

## PROFIT

**Performance** - AI must be designed and used to improve business performance. This means ensuring that AI meets the company's needs and contributes to achieve its objectives.

**Innovation** - AI can contribute to innovation by helping to develop new products and services, improve existing processes and explore new business models. It's important to take these potentialities into account when deploying AI-based solutions.

**Information security** - AI must be designed and used in such a way as to guarantee the security of corporate data and systems. This means ensuring the robustness and reliability of AI, as well as its ability to withstand attacks and disruptions. Particular attention must be paid to the intellectual property of information transmitted *-not to lose our competitive advantages-* or received *-not to infringe copyrights-* with generative AI solutions.

**Costs** - It's important to consider the costs associated with AI solutions, such as development, infrastructure, maintenance, training and compliance costs. These costs must be taken into account, tracked over time and weighed against the benefits associated with these solutions.

**Regulatory compliance** - The design and use of AI must comply with current regulations governing its use. This means ensuring that AI complies with applicable laws and standards, as well as its ability to evolve in line with regulatory changes.

**Sovereignty and dependence** - Rapid advances in AI technologies, particularly generative AI, mean that we don't always have the necessary technological resources in-house to develop and host them. As far as possible, we need to limit over-dependence on a single publisher or geopolitical zone (China, USA). You need to assess the impact of unavailable solutions, and plan for business continuity solutions.

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<sup>1</sup> In its March 2024 report, Arcep noted a +15% increase in electricity consumption and a +20% increase in water consumption by data centers in France between 2021 and 2022. Furthermore, the International Energy Agency in its 2024 report on electricity forecasts a doubling of data center electricity consumption between 2026 and 2022 due to the increase in generative AI uses.

# FOCUS - Generative Artificial Intelligence

Examples of products concerned: ChatGPT, Copilot, Le Chat Mistral AI, Claude d'Anthropic, Dust, Perplexity. See appendix for more details.

*Be aware of the main limitations associated with the use of generative AI*

Generative AI can **produce inaccurate and variable information**, depending on how it is interrogated / prompted.

Users may **disclose sensitive data** when interacting with generative AI.

The sources used by generative AI may not be identifiable and could potentially infringe intellectual property rights.

Generative artificial intelligence systems are very hardware-intensive, **requiring** a lot of **electricity and water** in data centers.

## USE GENERATIVE IA IF:

You use **solutions approved by the Company**.  
When in doubt, enter only **information that can be made public**.

You use these solutions as aids and gas pedals, particularly for low value-added tasks.

You **critically** examine the proposals made to you and **always check the accuracy of the answers**.  
Test several AI solutions and different ways of questioning them on the same problem.

You inform the relevant stakeholders of your use of generative AI.

**You're aware of the biases:** keep in mind that it's only a tool, and try to understand how it works.

**You can share your successes** with colleagues and learn how to use generative AI wisely.

## DO NOT USE GENERATIVE IA IF:

You may enter or **disclose personal or confidential data** (not made public).

You need to **explain your results** or know exactly how your answer was obtained.

**Another, more environmental-friendly solution** may be just what you need.

You do not know or accept the terms of use of the services you use.

**Regulations or your hierarchy prohibit it** for certain uses.

## SHOULD YOU HAVE ANY QUESTIONS:

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# APPENDIX - Comparison of assistants based on Generative AI

Data collected on 15/11/2024.

	<u>Claude</u>	<u>Gemini</u>	<u>ChatGPT</u>	<u>Mistral AI</u>	<u>Perplexity</u>	<u>CoPilot</u>
<b>Publisher</b>	Anthropic	Google	OpenAI	Arthur Mensch, Timothee Lacroix, Guillaume Lample	Aravind Srinivas, Denis Yarats, Johnny Ho, Andy Konwinski	Microsoft
<b>Last model published</b>	Claude 3 Opus	Gemini 1.5	GPT-4o	Mistral NeMo 12B	Sonar small cat, Sonar medium cat	No published model
<b>Supported languages</b>	English, Spanish, French, German, Italian, Portuguese, Japanese, Chinese, Russian, Hindi and more	Over 35, including Arabic, Bengali, Bulgarian, English, Hindi, Gujarati, Danish, Marathi, Russian, Vietnamese, Thai and more	English, Spanish, French, German, Italian, Portuguese, Dutch, Russian and more	English, Spanish, French, German, Italian, Portuguese, Dutch, Russian, Chinese, Japanese, Korean, Arabic, Hindi and more	English, German, French, Japanese, Korean, Hindi	English, Spanish, French, German, Italian, Portuguese, Dutch, Russian, Chinese, Japanese, Korean, Arabic, Hindi and more
<b>Input data types</b>	Text, Docs, Images	Text, Images	Text, Docs, Images	Text	Text, Docs	Text, Images
<b>Open Source</b>	No	No	No	No	Yes	No
<b>Cost model</b>	Subscription	Subscription	Subscription	Tokens	Subscription	Subscription
<b>Main use cases</b>	Generate text or analyze content	Generate text, analyze images, code	Generate text, analyze images, code	Text generation, coding	Generate text, search for videos, images or analyze files	Generate text, search for images or analyze files
<b>Mobile app</b>	Yes	Yes	Yes	No	Yes	Yes