MANIFESTO FOR THE ETHICAL AND RESPONSIBLE USE OF ARTIFICIAL INTELLIGENCE.

ETHICALITY

LEGALITY

AI

ROBUSTNESS

The commitment of the Poste Italiane Group to the ethical and responsible application of Artificial Intelligence

In line with its Purpose, the Poste Italiane Group recognises the value of innovation and digitalisation as fundamental drivers for promoting the country's sustainable development. Aware of its role as a point of reference in fostering social cohesion and technological progress, the Group is committed to ensuring that the adoption of Artificial Intelligence takes place in an ethical and responsible manner, safeguarding the wellbeing of the people who work within the Company and for the Company, of the partners who collaborate in its activities, and of the communities in which it operates.

Artificial Intelligence (AI) represents both an **unprecedented opportunity and a challenge**: on the one hand, it offers extraordinary potential for development, with far-reaching effects on society, the economy and culture; on the other, it profoundly transforms the relationship between human beings, reality and knowledge. In order to fully understand this scenario, it is necessary to analyse the transformations introduced by AI and to recognise the importance of its responsible use, respectful of human dignity, so that it may truly act as a driver of progress rather than a threat to the very essence of humanity. The main challenge lies in ensuring that technological innovation does not lead to forms of "dehumanisation". The possibility that machines may replace human beings in increasingly complex tasks requires reflection on what is uniquely human and the promotion of human development that progresses hand in hand with technological advancement.

The Poste Italiane Group's human-centric approach to Artificial Intelligence

It is essential that AI supports human beings without overriding them, fostering a form of collaboration that enhances the specific strengths and skills of both. While AI can undoubtedly perform complex tasks in ever shorter timeframes, it is human beings who possess an awareness of the regulatory, cultural and ethical context in which actions take place. This awareness enables well-considered decision-making, the validation or questioning of machine outputs, and a contribution to technological development through reflections that go beyond model functionality and take into account the complexity of reality. This is the essence of a **human-centric approach**: within human–machine collaboration, the role of supervision and control remains with the individual, ensuring a balanced relationship between automation, technological enhancement and human responsibility.

It is from this perspective that the Poste Italiane Group has chosen to frame its principles within a Manifesto for the ethical and responsible application of AI.

The **objective of the Manifesto** is to define a clear approach to the topic, with the aim of harnessing the benefits arising from the adoption of AI while managing its potential risks. In doing so, and thanks to its role, Poste Italiane has the opportunity to raise awareness of the conscious use of AI and to support the country throughout its technological evolution.

The regulatory framework and the principles underpinning the Manifesto

This Manifesto is aligned with the Group's **ESG strategy** (also supporting the United Nations Sustainable Development Goals), reinforces the principles already set out in the Group **Code of Ethics,** and commits the Company to promoting the fair and responsible use of Artificial Intelligence.

The fundamental principles guiding the design and application of Artificial Intelligence within Poste Italiane have been defined through a structured process of co-creation and shared development by internal stakeholders. These principles have been identified according to a logical and hierarchical order, ensuring alignment with the Company's strategic objectives and with the values that inspire its activities.

Furthermore, the Group reaffirms its commitment to complying with applicable national, European and international regulations and standards, including in particular **EU Regulation 2024/1689 (the AI Act)**, which aims to improve the functioning of the internal market and promote the uptake of human-centric and trustworthy Artificial Intelligence, while ensuring a high level of protection of health, safety and the rights enshrined in the Charter of Fundamental Rights of the European Union, as well as **Law No. 132/2025, which complements and reinforces the principles of the AI Act**. By providing guidelines for system design, the AI Act and national legislation represent essential instruments to ensure that AI contributes to the creation of a more inclusive and just society, grounded in respect for democratic values.

The Manifesto's reference to the regulatory framework therefore highlights **the need for an ethical approach oriented towards the common good in the adoption of technologies**.

To this end, Poste Italiane has established a dedicated governance framework in order to ensure that, within the impacted business processes, the principles of the AI Act, Law No. 132/2025 and this Manifesto are duly respected.

Essential components for the ethical implementation of AI

In line with the *Ethics Guidelines for Trustworthy AI,* drafted by the High-Level Expert Group on Artificial Intelligence established by the European Commission in June 2018, trustworthy AI throughout its entire lifecycle, for Poste Italiane, must be based on **three essential components**:

a. **Legality**: AI systems must comply with all applicable laws and regulations;

b. **Ethicality**: AI systems must ensure adherence to ethical principles and values;

c. **Robustness**: AI systems must be designed to operate safely and with predictable outcomes, even under abnormal conditions. In addition, AI systems must be resilient, meaning capable of withstanding and continuing to operate in the event of adverse external occurrences, such as hardware failures or attempted attacks. Together, robustness and resilience help to reduce—albeit not eliminate entirely—the risk that AI systems may cause harm, both from a technical and a social perspective.

Each of these components is necessary but not sufficient on its own to achieve trustworthy AI. Ideally, the three components operate in harmony and overlap. Where, in practice, misalignments arise, appropriate measures should be adopted to resolve any resulting tensions.

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With regard to the concept of legality, guidance is provided by the *body* of indivisible rights set out in international human rights law, by the EU Treaties and by the Charter of Fundamental Rights of the European Union, which are particularly relevant in relation to the use of AI systems.

The **fundamental rights to be guaranteed** are set out below:

- **Respect for human dignity**: AI must respect the intrinsic value of every person. This means that human beings must not be treated as objects to be classified or manipulated, but as moral agents. AI-based systems must protect individuals' psychological integrity and their sense of personal and cultural identity.

- **Individual freedom**: human beings must remain free to make decisions for themselves. AI must not be used to produce coercion, deception or unjustified surveillance. It must also ensure that people have equal access to the benefits of AI, while preserving rights such as freedom of expression and privacy.

- **Respect for democracy, justice and the rule of law**: AI systems must support democratic processes, comply with the law, ensure fair treatment before the law, and must not undermine democratic decision-making.

- **Equality, non-discrimination and solidarity**: AI must ensure equal treatment and respect for all, avoiding biased or discriminatory outcomes. AI systems must include data that are representative of diverse social groups, with particular protection for vulnerable individuals such as minors, ethnic minorities and persons with disabilities.

- **Citizens' rights**: AI must operate in a way that preserves and enhances public services, including by supporting equitable access to public administration and enabling the participation of everyone in the digital transition.

ETHICALITY

With reference to the **Ethicality component,** the aim is to reaffirm the centrality of the human being in decision-making processes and in the implementation of Artificial Intelligence systems.

The fundamental principles, in line with Poste Italiane's Code of Ethics and ESG strategy, are as follows:

Transparency: AI must operate with the highest level of clarity, enabling users to **clearly understand how decisions are made**. This includes open and detailed communication regarding the criteria and processes that guide automated decision-making. Furthermore, transparency in AI refers to the need to make the processes, algorithms and decisions generated by artificial intelligence systems clear and understandable. This principle implies that information on how AI operates must be clear, simplified and accessible not only to experts, but also to non-specialists. Users must be able to understand how AI models function, particularly when these technologies influence critical decisions such as access to financial, insurance, logistics and postal services, digital identity services and innovation-related services.

Inclusivity: AI systems must be designed and implemented in a way that **takes human diversity into account and respects it**. AI systems must treat all individuals fairly, without discrimination based on gender, ethnicity, sexual orientation, disability or other personal characteristics. AI must be **accessible to all**, regardless of their socio-economic background. This means that AI technologies must be designed to be usable by the widest possible range of users. During the development and implementation of AI, it is important to involve the communities and groups that may be most impacted. This involvement can help identify potential ethical issues and improve the effectiveness and relevance of AI solutions through a continuous mechanism of feedback and controls.

Accountability: clear and precise attribution of responsibilities related to the use and impacts of AI technologies is essential. It must be clear who is **responsible for decisions made** by AI systems—whether developers, operators or organisations deploying these technologies—in order to ensure both legal and moral accountability **Performance** must be continuously **monitored** and **assessed** to ensure that AI systems operate correctly and do not cause harm that is not attributable to the intent of those who designed them. In particular, where AI actions may have a significant impact on people's lives, users must have access to mechanisms that allow them to request explanations and, where appropriate, challenge decisions. In the event of errors or malfunctions, clear processes must be in place to correct them.

Awareness: AI must be developed in an ethically rigorous manner. This means that AI developers and designers must maintain constant attention to the ethical impact of the technologies they implement, engaging in critical, responsible and informed reflection on the consequences of their choices. Such awareness requires consideration of how AI may affect individuals, society and the environment, and the adoption of concrete measures to minimise risks and critical issues. It is therefore essential that those working with AI develop a full and sensitive awareness of the ethical and social dilemmas associated with these technologies and maintain an ongoing commitment to the wellbeing of the entire community.

Sustainability: AI must actively contribute to the protection of society and the planet. The decisions and technologies developed today must be sustainable and take social wellbeing into account, ensuring that AI solutions do not compromise resources and opportunities for future generations. AI can also make a tangible contribution to social equity, people's wellbeing and the promotion of dignified living and working conditions, as well as to respect for human rights and cultural diversity. Where possible, it is both necessary and strategic to create economic value in a sustainable manner, by investing in practices that ensure the longevity of resources and the continuity of businesses.

ROBUSTNESS

With regard to the final component of trustworthy AI, namely **robustness**, AI systems must be developed with risk prevention in mind and in such a way that they behave reliably and as expected, minimising potential harm. This must also apply in the event of changes in their operational environment or in the presence of other agents (human or artificial) that may interact with the system and give rise to inconsistencies. Robustness must not create tensions or conflicts with the other fundamental AI principles—namely legal and ethical principles—but should instead constitute a secure and solid foundation for ensuring and resolving any tensions between these elements.