

# Responsible AI



## Overview

### Basic Approach

Through the utilization of artificial intelligence (AI), Sony aims to contribute to the development of a peaceful and sustainable society while delivering *Kando*—a sense of excitement, wonder and emotion—to the world. At the same time, Sony understands that the influence of AI on society is multi-faceted and can have unintended consequences. Building on electronics as a base, Sony has expanded its business domains and has become a diverse global company engaged in areas from semiconductors to finance and entertainment, including music, movies, and games. In order to continue managing its business in line with the shared Purpose of “filling the world with emotion, through the power of creativity and technology,” Sony established the Sony Group AI Ethics Guidelines and engages in dialogue with diverse stakeholders as it advances the use of AI and related R&D.

### Sony Group AI Ethics Guidelines

Sony established the Sony Group AI Ethics Guidelines in September 2018 to guide all Sony officers and employees in utilizing AI and conducting AI-related R&D in a manner that conforms with our values and emerging social norms. The Guidelines were most recently revised in April 2021 and comprise the following items:

1. Supporting Creative Life Styles and Building a Better Society
2. Stakeholder Engagement
3. Provision of Trusted Products and Services
4. Privacy Protection
5. Respect for Fairness
6. Pursuit of Transparency
7. The Evolution of AI and Ongoing Education

### Organizational Structure

The Sony Group AI Ethics Committee was established in December 2019. Ever since, Sony has continued to strengthen its initiatives and framework for AI ethics. In 2021, the AI Ethics Office was established to provide subject matter expertise on AI ethics to all Sony Group business units.

#### ■ Milestones

- 2018: Established Sony Group AI Ethics Guidelines
- 2019: Established Sony Group AI Ethics Committee
- 2021: Established AI Ethics Office, Sony Group Corporation
- 2023: Sony Group Corporation established internal guidelines for the use of generative AI tools

[Sony Group AI Ethics Guidelines \[PDF:103KB\]](#)

[Sony Group's Initiatives for Responsible AI](#)

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# Promoting Responsible AI

## Response to AI Ethics Risks

Sony established the Sony Group AI Ethics Committee in 2019 and reviews its use of AI and related research and development from a variety of viewpoints to ensure that activities are conducted appropriately from societal and ethical perspectives, in accordance with these Guidelines.

Sony has been strengthening its initiatives and framework for AI ethics. In 2021, the AI Ethics Office was established to provide subject matter expertise on AI ethics to all Sony Group business units. In addition, Sony has established a communication system for AI utilization in products, services, and internal operations in Sony Group business units, to share information on AI ethics risks.

In March 2021, in accordance with the Sony Group AI Ethics Guidelines, Sony established an internal document stipulating requirements to be complied with in the commercialization process of electronics products and services. In July 2021, Sony started conducting AI ethics assessments in the product development life cycle, and has since assessed over 100 cases. Sony uses e-learning tools to promote an understanding of AI ethics among its employees and invites speakers from outside the company to discuss this issue at lectures and symposia. Sony also acknowledges generative AI as an area that requires urgent attention and established internal guidelines governing use of generative AI tools at Sony Group Corporation in fiscal year 2023.

## Stakeholder Dialogue and External Collaboration

Sony actively pursues dialogue with relevant companies, organizations,

and the academic community on ethical issues surrounding AI utilization, while considering the interests of diverse stakeholders, including customers and creators.

### Partnership on AI (PAI)

In May 2017, Sony became the first Japanese company to join PAI, a non-profit organization created to contribute to solutions for some of humanity's challenging problems, including advancing the understanding of AI and addressing ethics surrounding AI technology. One of the most common issues in AI ethics is that of fairness, transparency, and accountability, abbreviated as "FTA." Sony utilizes knowledge it has gained from its AI- and robotics-related research, development, and business ventures and contributes to a number of working groups addressing this issue. Sony currently serves as a member of PAI's Policy Steering Committee and the Data Enrichment Workstream.

### Collaboration with Business Groups and Related Government Bodies in Japan

In Japan, Sony has participated in the creation of principles and guidelines aiming to improve the ways in which AI is applied, including the Social Principles of Human-Centric AI published by Japan's Cabinet Office in March 2019 and the AI Utilization Strategy II published by Keidanren (Japan Business Federation) in October 2023. Sony is a member of the Japanese Cabinet Office's AI Strategy Council, which leads national strategy discussions with the aim of further promoting the implementation of AI, and the Conference toward AI Network Society, a group within the Ministry of Internal Affairs and Communications whose goal is the comprehensive study of the social, economic, ethical, and legal factors involved in the promotion of AI networks throughout society as a whole. It has also contributed to the formulation of the AI Guidelines for Business, which provide a unified guiding principle for AI governance in Japan and were published in April 2024.

### Collaboration with Overseas Partners

Additionally, Sony is a participant in the Global Partnership on AI, an initiative launched in June 2020 to promote the development and utilization of AI based on human-centric principles, and serves as a member of the AI and Pandemic Response Subgroup, a working group that aids the development of responsible AI solutions for epidemics of infectious disease such as COVID-19. Sony CTO Hiroaki Kitano is also a founding member of the United Nations' High-level Advisory Body on Artificial Intelligence, which was convened by the UN Secretary-General in October 2023 as an advisory body to undertake specialist analysis and advance recommendations regarding the risks, uncertainties and international governance of AI.

At the request of the AI Council of the Center for Strategic and International Studies (CSIS), a U.S. think tank, Sony also participated as a council member to set the AI ethics agenda for the G7 Hiroshima Summit 2023 and reach a common global consensus on responsible AI use. In addition, Sony CTO Hiroaki Kitano took part in an Expert Advisory Panel that advised on the development of the International Scientific Report on the Safety of Advanced AI, which aims to drive an up-to-date, science-based understanding of the safety of advanced AI systems and was presented at the AI Safety Summit in the UK in November 2023.

### Trusted R&D for AI

Sony pursues R&D for AI that is trusted and backed by solid technologies, and is enhancing its technical approach to AI ethics. Sony aims to develop AI with the aim of creating a sustainable society through responsible AI technology that combines fairness, explainability, and transparency. It is focusing on research and development relating to explainable AI, data bias reduction, control of generative AI, and privacy-friendly technologies. In 2021, Sony also launched its AI Ethics Flagship within Sony AI with projects to conduct cutting-edge research into the challenges faced in the development of AI products and services, including ethical data collection and algorithmic fairness. Taking advantage of its position as a company that extends across a wide range of industries, Sony will put fair and transparent AI into practice, leveraging its global and diverse perspective.

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