

# kakao

“Connect Everything”  
Innovating the way we connect for a better tomorrow

# Kakao Algorithm Ethics Charter (1/2)

1. **Basic principles of Kakao Algorithm:** Kakao aims to enhance mankind's benefit and wellbeing and keep all efforts for algorithm development within the ethical framework of society
2. **Avoidance of all biases:** Kakao aims to ensure that algorithms shall not generate biased results
3. **Management of data for algorithm learning:** Kakao aims to collect and manage data for algorithm learning in accordance with social ethical norms
4. **Independence of algorithm:** Kakao aims to ensure that algorithm shall not be manipulated internally or externally
5. **Explanation on algorithm:** Kakao aims to provide explanations on algorithm to strengthen users' trust to the extent that it does not compromise corporate competitiveness

# ■ Kakao Algorithm Ethics Charter (2/2)

1. **(Basic principles of Kakao Algorithm)** This is the main purpose of the establishment of the Kakao Algorithm Ethics charter. Kakao is committed to enhance the quality of life of our service users and to create a better society through the development of ethical algorithm. Kakao's efforts in the algorithm development and management process will be in line with the ethical principles of our society.
2. **(Avoidance of all biases)** Kakao encourages diverse society. We will endeavor to ensure that the algorithms, which are embedded in our services, are not biased toward specific values and that they do not result in social discrimination.
3. **(Management of data for algorithm learning )** Kakao will carry out the entire process of algorithm development, performance enhancement, and the collection, management and utilisation of data to maintain the service quality, within the scope of ethics of our society.
4. **(Independence of algorithm)** Kakao prevents the possibility of algorithm being destroyed or misused due to certain intentional influences. The algorithm of Kakao will constantly be managed independently and strictly.
5. **(Explanation on algorithm)** Kakao dreams of a more convenient and enjoyable society through new connections. Kakao's services aim to achieve this goal by drawing stronger connections between each individual and also between human and technology. As a company which constantly provides better value to meet this goal, we will communicate with our users with respect.