

Artificial Intelligence Policy

August 2024

Verkkokauppa.com is a retail company operating in Finland, established in 1992, with its headquarters located in Helsinki. Verkkokauppa.com sells information technology, entertainment electronics, and other consumer goods. The company's shares are listed on the Nasdaq Helsinki stock exchange under the trading symbol VERK.

It is highly important for Verkkokauppa.com to leverage and manage artificial intelligence systems due to the business advantages and potential risks they bring.

Applicable legislation and other requirements imposed on Verkkokauppa.com necessitate consistent and defined management of AI systems. The management model for Verkkokauppa.com's AI systems is based on the structure of the ISO standard and other widely recognized best practices, such as Microsoft's Responsible AI standard and guidelines.

The aim of AI management at Verkkokauppa.com is to ensure the achievement of business objectives while considering AI goals, ensuring operational continuity, uninterrupted operation, and safety. The management of AI aims to support proactive leadership, strengthen good governance and management practices, ensure compliance, and understand the evolving environment and the potential new risks it brings.

Principles of AI Management

- AI management at Verkkokauppa.com is a collective effort, where each employee and stakeholder have their own role and responsibility.
- Each AI system must meet Verkkokauppa.com's AI goals, which are:
 - Responsibility
 - Transparency
 - Fairness
 - Reliability and security
 - Information security and data protection
- AI management covers the entire operating environment of Verkkokauppa.com.
- The AI management system is maintained according to an annual schedule.

The strategic and operational management of AI management is the responsibility of the Chief Information Officer. Ultimately, the management team is responsible for the overall process.

AI management is part of Verkkokauppa.com's management system, which is managed according to an annual schedule. The model-driven operation drives AI management to undergo annual assessment and improvement according to the Plan-Do-Check-Act cycle.

The AI policy was approved by Verkkokauppa.com's management team on September 7, 2023.