



**EQUIFAX<sup>®</sup>**

# Responsible AI Policies and Principles

Global Operational Guidelines

Equifax recognizes that its use of Artificial Intelligence (AI) Systems has increased productivity and innovation over the past decade. Equifax has committed to Responsible AI, using AI Systems in a transparent, trustworthy, fair, explainable, and secure manner.

Equifax has adopted a set of guiding Principles, designed to operationalize Responsible AI and help ensure that Equifax consistently and appropriately designs, implements, and uses AI Systems for approved use cases.

These Principles apply to all internal uses of AI Systems globally, including internally developed AI Systems and third-party AI Systems. Workers should refer to these Principles, as well as the AI Controls and Operational Requirements, when considering, developing, or deploying AI Systems relating to Equifax business.

Equifax has established guiding Principles for AI which are mapped to eight (8) fundamental areas which form MAJESTIC™. MAJESTIC stands for Monitored, Accountable, Just, Explainable, Secure, Transparent, Inclusive, Competent.



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## Monitored

### Monitoring, Oversight, and Governance

The Monitored principle consists of monitoring, oversight, and governance and applies throughout the data lifecycle — from collection through disposal — for AI Systems. The Monitored principle requires Equifax to have effective regulatory and accountability structures implemented and functioning properly so that potential issues can be rapidly detected, avoided, understood, and/or rectified.

Equifax has operationalized the Monitored principle through its AI Governance Program, overseen by the AI Governance Program Steering Committee. The AI Governance Program Steering Committee is responsible for monitoring the effectiveness of the AI Governance Program. Additional requirements for monitoring, oversight, and governance will be documented in the AI Controls and Operational Requirements.

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## Accountable

### Accountability and Responsibility

The Accountable principle seeks to promote responsible behavior and accountability across Equifax, aligned with the Equifax Value “Do The Right Thing.” Workers throughout the organization should have integrity and act with an appropriate level of care and consideration when operating AI Systems.

Equifax has operationalized the Accountable principle through its AI Governance Program, overseen by the AI Governance Program Steering Committee. The AI Governance Program Steering Committee is accountable for providing oversight and managing risks related to the use of AI Systems. Equifax has also published an AI Policy, outlining the expectations for Workers when using AI Systems. Additional requirements related to accountability and responsibility will be documented in the AI Controls and Operational Requirements.

Monitored  
Accountable  
Just  
Explainable  
Secure  
Transparent  
Inclusive  
Competent

# Just

## Justice and Fairness

The Just principle is designed to promote justice and fairness, acting in accordance with what is deserved. With respect to products, data, and model development practices, this means ensuring the absence of undesirable biases and respecting contextually appropriate fairness requirements (e.g., impartiality, merit; individuals, groups).

### Equifax views justice and fairness in two dimensions

- 1 How individuals are treated relative to one another (i.e., comparative considerations). Equifax believes in treating people impartially.
- 2 How individuals are treated irrespective of anyone else (i.e., noncomparative considerations). Equifax believes in individual merit, which, at minimum, Equifax takes to be a set of task-relevant facts about a particular individual.

To support justice and fairness, Equifax will consider the following when reviewing attributes:



#### Correlational vs. Causal

Understanding the strength for which the attribute is associated with the target.



#### Controllability

Identifying the level of influence a consumer's actions have on changing the result of the attribute.



#### Attainability

Determining the likelihood a consumer can attain a positive result from the attribute.



#### Character vs. Capital/Capacity

Interpreting how the attribute relates to a consumer's character (e.g., payment habits) in relation to their means (e.g., financial resources).



#### Comprehensibility

Assessing the explainability of the attribute for consumers, customers, and regulators.

Specific to attributes, Equifax has established a Model Risk Management Program, governed by the applicable Model Risk Management Policy. Additional requirements related to justice and fairness will be documented in the AI Controls and Operational Requirements as well as the Model Risk Management Domain in the Compliance Control Framework.

Ensuring the absence of undesirable biases and respecting contextually appropriate fairness requirements

## Explainable

### Explainability and Comprehensibility

The goal of the Explainable principle is to operate in a way that permits an understanding by relevant parties of what is being (has been) done, as well as how and why it is being (has been) done. Equifax requires that explanations be comprehensible, providing appropriate context and detail for the intended audience.

Additional requirements related to explainability will be documented in the AI Controls and Operational Requirements as well as the Model Risk Management Domain in the Compliance Control Framework.

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## Secure

### Safety and Security

The Secure principle supports protecting consumers, customers, and Equifax from various types of harm and mitigating risks. Security is built into everything we do at Equifax, and our Privacy and Security programs are designed to protect consumer and customer data across the Company. Equifax has an integrated [Privacy and Security Control Framework](#) to establish baseline requirements for appropriately protecting data throughout the data lifecycle, including managing access to data for use in AI Systems.

Equifax continuously reviews, tests, and updates its Privacy and Security programs to address new risks, including risks related to AI Systems. In addition to the Controls and Technical Requirements published in the [Privacy and Security Control Framework](#), additional requirements related to security and safety will be documented in the AI Controls and Operational Requirements

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## Transparent

### Trust and Transparency

The Transparent principle is focused on creating trust, both internally and externally, through appropriate, open, and honest communication about how Equifax uses AI Systems. Equifax believes that transparency builds trust and is committed to being transparent with consumers, customers, and regulators about its use of AI Systems. Equifax is committed to publishing externally facing materials describing its use of AI Systems to drive transparency and build trust.

In order to operationalize the Transparent principle, Equifax will establish AI Controls and Operational Requirements for documenting sufficient information around model development. These AI Controls and Operational Requirements will be published in the Model Risk Management Domain in the Compliance Control Framework.



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## **Inclusive**

### **Inclusion and Respect**

The purpose of the Inclusive principle is to help ensure that consumers and customers are included, respected, and considered when utilizing AI Systems. Equifax treats consumers and customers equally and is committed to responsibly using their data for good.

Our purpose is to help people live their financial best and we are an advocate for financial inclusion. These values are foundational to the Inclusive principle and a core component of Responsible AI.

Additional requirements related to inclusion and respect will be documented in the AI Controls and Operational Requirements.

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## **Competent**

### **Competency and Reliability**

The Competent principle is designed to ensure there is sufficient capability to do what is expected (i.e., competency) and doing it when required (i.e., reliability). Equifax is committed to hiring Workers with the requisite skills to perform their assigned job duties and providing training to Workers to expand their knowledge and skillset, in particular as it pertains to AI Systems.

Equifax also applies the Competent principle to its data and AI Systems. Equifax is committed to using complete, accurate, and up-to-date data in its AI Systems and continuously improving its AI Systems to meet consumer, customer, and regulator expectations.

Additional requirements related to competency and reliability will be documented in the AI Controls and Operational Requirements.

Equifax has driven responsible AI innovation for nearly a decade. Our custom-built Equifax Cloud™ and advanced data fabric enable us to maximize our AI capabilities. We invest millions annually into proprietary data assets and infuse our patented AI techniques into solutions that give customers the deeper insights they need to move people forward, faster.

**equifax.ai**