

GenAI Governance Framework for cosnova

A Guide to Trustworthy & Ethical GenAI in the Beauty Industry

Our Belief

At Cosnova, we believe that **Generative AI (GenAI)** is a powerful tool that sparks creativity and liberates our best thinkers. It is meant to empower creative minds, not replace them.

cosnovas GenAI Principles and Values

In our family-owned business, GenAI is a powerful tool that fuels creativity to enrich our legacy **without replacing the human touch**. It liberates our employees by giving them more freedom to focus on value creation, while streamlining repetitive processes. This enhances overall efficiency and increases employee satisfaction, enabling everyone to contribute to the success and sustainability of our business.

Guided by our principles of **High Performance and People Focus**, we leverage GenAI to foster collaboration across teams worldwide, improving communication and maintaining a positive work environment.

Our use of GenAI ensures that everyone in our diverse community is represented in our **products** and **content**, creating more **personalized and engaging experiences** for our consumers while upholding the highest standards of privacy and security. All this aligns with our vision of becoming a **soulmate in beauty for our consumers**.

Ethical Compass & Sustainability

We are committed to using GenAI tools ethically, with respect for privacy, data protection, and fairness. We proactively minimize risks, address potential issues, and seek to make **our operations more sustainable** through GenAI. Furthermore, we are **proactive in learning and sharing knowledge with our consumers & partners** about how to avoid harmful GenAI uses, ensuring that our technology supports our values of passion, open-minded, courage, reliability, responsibility, & trust. **Our goal is to use GenAI to make a positive impact on society and the environment.**

Soulmate in Beauty

Our use of GenAI reflects our vision of being the "soulmate in beauty." We use GenAI to enhance the beauty, confidence, and happiness of our consumers, creating personalized and engaging experiences. Authenticity is key, and we believe in celebrating individuality and imperfection.

We **celebrate individuality** and imperfection, and **therefore will never use AI to create life-like human faces, skin or hair to demonstrate or enhance our product benefits or application.** Beauty is about individuality and imperfections. It is about the round pegs in the square holes. It is about us as human beings because this is what "democratizing beauty" really means for us: We make everyone feel more beautiful. No matter what race, culture, gender she or he belongs to.

Human-Centric Approach

People come first in our GenAI practices. Our approach ensures that we implement GenAI tools in a way that respects human dignity, autonomy, diversity, inclusion, and participation. **Our GenAI approach is designed to enhance human capabilities, not replace or manipulate them.** We make our GenAI use cases accessible, user-friendly, and beneficial for everyone.

GenAI Bias Mitigation

We are committed to using GenAI tools to promote inclusivity and diversity, and we ensure our content reflects these values. **We strive to avoid biases and address any issues promptly.** Our objective is to utilize GenAI responsibly, making a positive contribution to our community, and upholding our ethical standards.

Trustworthiness, Safety & Transparency

We strive to build trust by making our GenAI applications safe, secure, reliable, accurate, and robust. We collaborate with tools and partners to guarantee transparency, explainability, and traceability, providing stakeholders with precise information regarding the GenAI's purpose, functionality, and limitations. Not only that, but we will always keep our consumers informed when and how they interact with AI systems. **We maintain human oversight and can intervene if necessary.**

Privacy and Data Collection

We are committed to ensuring responsible data collection and safeguarding privacy. We adhere to strict data protection laws and closely collaborate with our legal team to integrate legally compliant tools. Our goal is to provide clear guidance and maintain the highest standards of data security.

Legal Guidelines & EU AI Act

We are committed to adhering to our current legal guidelines, which are in full compliance with the newly released EU AI Act. Our approach guarantees that our use of GenAI tools meets the highest standards of legal and regulatory requirements, safeguarding both our company and our consumers.

Conclusion

At cosnova, we hold the belief that GenAI is not just a tool, but a partner that enhances creativity and empowers our teams. This framework ensures that, while we harness the power of GenAI, we stay true to our core values of High Performance and People Focus. It is a testament to our commitment to using GenAI responsibly, ethically, and inclusively in the beauty industry.

As a living document, this framework will be regularly reviewed and updated to reflect new insights, technological advancements, and stakeholder feedback. For any suggestions or inquiries, please contact us at genai@cosnova.com.

Let's continue to make everyone feel more beautiful.

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