

## **Responsible AI at Retresco**

### **Responsible Use of Our NLP Applications and Third-Party Technologies**

Retresco is a market leader in the automated analysis and generation of content. We pursue a groundbreaking vision: the capture, processing, and automation of the most elementary cultural technique in the world – the human language. Since 2008, we have enabled companies worldwide to automate their language-based business processes.

As a pioneer in the field of Natural Language Processing (NLP), we develop applications and projects at the interface of linguistics, computer science, and artificial intelligence.

#### **Why Responsible AI**

Responsible AI encompasses measures to develop and use artificial intelligence based on ethical principles. The goal is to create applications that possess morally and legally sound characteristics and capabilities. The possibilities in Natural Language Processing and Artificial Intelligence are evolving dynamically, leading lawmakers to the challenge of promptly establishing the necessary legal framework.

Especially in the realm of Natural Language Generation, the latest developments and widespread use of large language models such as GPT or Google models present new challenges. Since large language models are based on freely available data on the internet, the technology is not immune to adopting any implicit or explicit biases or attitudes present in the data and incorporating them into automatically generated content. Therefore, it cannot be completely ruled out that automatically generated texts may lead to discrimination based on gender, religion, race, or ethnicity. In practice, texts generated by large language models should always undergo quality control by content, SEO, and marketing teams or similar stakeholders.

#### **What Retresco Stands For**

As an AI company, we at Retresco take on societal responsibility with our offerings – operating at the intersection of technology, business, and society. It is therefore crucial to have strong corporate values and a well-founded and robust self-understanding. In this sense, we prioritize transparency, traceability, accountability, and values orientation and have made it our goal to actively embody these values. We operate within a framework based on binding values of fairness, transparency, responsibility, security, inclusion, and accountability to use Artificial Intelligence in a trustworthy and human-centred manner. By considering these ethical aspects, our customers can economically harness the full potential of Artificial Intelligence.

#### **Expertise & Competence**

At Retresco, we strive for professional excellence and competence in all aspects of our AI-based development. What sets us apart is a successful blend of innovative approaches and years of expertise. Our solutions are inconceivable without the passion and expertise of our colleagues. It is also our commitment to always keep the responsible and practical application of our technologies in mind.

#### **Innovation & Responsibility**

Ethical Behavior can only be negotiated between humans and cannot be dictated by technology. The broad spectrum of experience of our interdisciplinary teams enables us to effectively develop innovative and fair solutions. Shifting perspectives and knowledge exchange in a diverse team provide the foundation for morally sound and efficient applications.



### **Our Ethical Principles**

1. As developers of leading NLP solutions, we acknowledge that the responsibility for the impacts of AI-based applications lies with us.
2. Our NLP applications are intended to promote the public good and do not contain obvious political bias or other discriminations.
3. Our NLP technology should be used neutrally in the context in which it is employed.
4. We do not intend to lead people to make false or discriminatory statements and actions.
5. Text automation is based on data. The available data may lead to biases. Therefore, we recommend using as complete datasets as possible from trusted sources.
6. We openly inform about the opportunities and risks of NLP. For exclusive use of our NLG applications, we recommend labelling the generated texts with the following note: "Automatically generated with Retresco." For partial use, we recommend the note "Partially automatically generated with Retresco."

Retresco GmbH  
Gruenberger Strasse 44a  
10245 Berlin  
Germany