

FERN.

Responsible AI policy

Rev. 10-2025

FERN Responsible AI Policy As a certified B Corp and creative production company, FERN is committed to using Artificial Intelligence (AI) responsibly, transparently, and ethically. While AI is not a core product of the organisation, it plays a supportive role in our creative processes. This policy outlines FERN's principles for ensuring that all use of AI aligns with our values, complies with legal requirements, and contributes positively to people, culture, and the planet.

1. Human by Design

FERN applies AI only in ways that enhance human creativity and judgment. Every use of AI is evaluated for its potential impact on people, both those represented in the work and those who experience it. Human oversight is maintained at all stages to ensure that AI serves artistic expression, emotional integrity, and social responsibility. AI is never used to replace human creativity or decision-making.

2. Fairness

FERN is committed to ensuring that all AI-assisted outputs treat individuals and groups equitably. We actively review AI-generated material for bias, stereotyping, or misrepresentation and take corrective action when needed. Only AI tools from providers with clear fairness and bias mitigation standards are used. Our creative teams are trained to identify and address potential bias in both visual and narrative content.

3. Transparency, Explainability and Accuracy

FERN is transparent about when and how AI tools are used in our creative work. All AI-assisted material is subject to human review for accuracy, originality, and intent. Clients and collaborators are informed of the role AI plays in the creative process when relevant, and all AI tools used are documented to ensure outputs can be clearly explained and evaluated.

4. Safety

FERN evaluates all AI use for potential safety concerns before deployment. This includes assessing whether AI-assisted content could be misleading, offensive, or harmful. Any content that poses risk is reviewed, revised, or removed. Human review ensures compliance with

ethical standards, and data security measures protect against misuse or unintended consequences.

5. Accountability

Accountability for AI use rests with Kia Hartelius, CEO, who oversees adherence to company policies and sustainability principles. Jeppe Kolstrup, Chief Creative Officer, is responsible for ensuring that AI is applied ethically and artistically in creative work. Project leads document the use of AI tools, review outputs, and ensure compliance with data protection and intellectual property standards. All staff are required to follow internal policies on responsible technology use and report any concerns to management.

6. Compliance, Data Privacy and Cybersecurity

All use of AI at FERN complies with applicable laws, including the EU General Data Protection Regulation (GDPR) and Danish data protection legislation. FERN uses only AI tools from providers that maintain strong data governance and cybersecurity standards. Access to systems and data is controlled and monitored, and sensitive files are securely stored and, where necessary, encrypted. Periodic reviews ensure continued compliance and security resilience across all AI-related workflows.

7. Sustainability

As a B Corp, FERN is committed to using AI in ways that respect the planet and minimise environmental impact. AI is deployed only when it meaningfully contributes to creative or operational value. FERN continually refines its digital workflows to reduce carbon intensity and ensure that technology supports, rather than compromises, our environmental and social mission.

This Responsible AI Policy ensures that FERN's use of artificial intelligence remains human centred, ethical, transparent, secure, and sustainable, reflecting the company's ongoing commitment to creativity with integrity.