

Our commitments to innovation

Artificial intelligence is becoming central to market research. As a company committed to the collection and analysis of data, the OpinionWay Group endorses its responsibility in the ethical use of this technology.

The purpose of this charter is to define the guiding principles for the use of AI in the performance of our activities. OpinionWay solemnly pledges to respect each and every one of its requirements.



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Ai CHARTER
opinionway

CHARTER OF COMMITMENTS ARTIFICIAL INTELLIGENCE

1. Ensuring data security

- **Rigorously protect the data of our customers and research participants.**
- **Use responsibly and respect fundamental rights.**
- **Demonstrate transparency in data management and storage.**

2. Guaranteeing the reliability of results produced in part by AI

- **Systematic supervision of AI production by our research experts.**
- **Guarantee the objectivity, representativeness and relevance of results.**

3. Reallocating resources freed up by AI

- **Use the time saved thanks to AI to develop our employees' skills and expertise to "make the world intelligible to act today and imagine tomorrow".**
- **Invest in ongoing training, focusing on challenges, recommendations and the activation of action plans.**
- **Continuously improve the quality and value of our deliverables.**

4. A commitment to continuous research and innovation

- **Invest in research and development to constantly improve our AI methods and tools.**
- **Raise awareness among our employees and customers of the advances, implications and conditions of use of AI in market research and opinion strategies.**

5. Share research and POCs with our customers :

- **Work closely with our customers to share the knowledge and discoveries made through AI**
- **Use POCs (Proof of Concept) to evaluate the effectiveness of our approaches, measure their impact and make protocols more reliable.**