



Responsible AI Policy

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Policy	Responsible AI Policy
Approver	SVP, Chief Technology Officer
Owner	Head of Responsible AI
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1 PURPOSE

eBay is committed to the responsible use of Artificial Intelligence (AI). This Policy outlines our core Responsible AI principles, which are the foundation of our Responsible AI approach and the guideposts for all development, deployment, and use of AI at eBay.

Our Responsible AI approach is risk-based, the criticality and applicability of each principle being dependent on how and for what purpose each AI system is being used. For example, using Natural Language Processing (NLP) to support internal data processing presents a distinct set of risks from using the same technology to flag suspicious customer activity. These contextual considerations are part of the operationalization of this Policy, as described separately by the Standard and Guidelines documents (see below). Furthermore, the Responsible AI principles can overlap and even impact each other, such that tradeoffs may be needed to balance for the need for transparency with ensuring security and privacy.

The Responsible AI principles delineated in this Policy will be operationalized through the **Responsible AI Standard**, which establishes accountability for adherence to this Policy, and the **Responsible AI Guidelines**, which describe the specific outcomes and implementation requirements that will enable compliance with this Policy and the **Responsible AI Standard**.

AI technology is evolving rapidly. Consequently, this Policy will be updated, as needed, to remain up to date with new laws and new learnings, technologies, and best practices from within and outside the company.

2 SCOPE

Definition. There is currently still no universally accepted definition of AI. We have adopted the definition of an AI system set forth in the proposed EU AI Act, i.e.:

“a machine-based system that is designed to operate with varying levels of autonomy and that can, for explicit or implicit objectives, generate outputs such as predictions, recommendations, or decisions that influence physical or virtual environments.”

Subject. This Policy applies to eBay Inc. and its subsidiaries (collectively, “eBay”), eBay personnel (including employees and contractors), and eBay systems. eBay will expect our vendors to adhere through our **Supplier Code of Business Conduct & Ethics**.

Application. AI systems should be governed across their entire lifecycle, from research and design to decommission. As such, this Policy applies to all phases of AI development and use. It applies both to internal-facing and customer-facing applications.

Compliance. Compliance with this Policy is required and the responsibility of each eBay employee. eBay will implement internal governance structures and measures to ensure that AI systems perform to the high standards set forth herein, satisfy internal and external expectations, identify, and mitigate potential negative impacts, and more generally to ensure compliance with this Policy. This Policy will be owned by the **Responsible AI Committee** and maintained by the **Office of Responsible AI**.

3 POLICY

3.1 Policy Statement

eBay’s Responsible AI principles are set forth below. These are five high-level, complex principles that encompass more singularly focused subprinciples. Those subprinciples have been called out explicitly where applicable.

Reliability, Safety, and Security: Build trustworthy AI systems that are reliable, safe, and secure

eBay’s AI systems should be designed and developed to prevent unauthorized access, malicious use, and protection measures for any confidential data that are used to train or operate AI systems and models within eBay. They should be designed to perform as they were originally intended, to respond securely in conditions of normal use, foreseeable use, to not pose unreasonable safety risks in unexpected situations or adverse conditions, and to be secure and resilient, in accordance with **eBay’s Information Security Policy**.

- **Reliability:** eBay's AI systems must be reliable to be trusted. Every AI system should consistently produce the expected outcome and task they are designed for across various conditions in a way that minimizes unpredictability and eBay should ensure appropriate testing and refining of the AI System.
- **Safety:** The safety of eBay employees, customers and stakeholders is paramount. eBay should ensure its AI systems do not cause harm or unintended consequences and eBay should conduct regular assessments to identify and rectify any issues that affect the safety of the AI system.
- **Security:** eBay's AI systems should be secure and protected from unauthorized access, tampering and any other form of malicious intervention. eBay recognizes that AI technology comes with unique security risks that require constant attention to stay ahead of risks. We are committed to implementing state-of-the-art technical and organizational techniques and measures, including compliance with guidelines and requirements developed by standards bodies, to ensure protection from present and future threats.

Inclusivity, Equity, and Fairness: Strive to enable equitable and fair AI experiences

Building with an inclusivity mindset moves us closer to achieving equity and fairness. We strive to ensure our AI systems represent a diverse range of human cultures, backgrounds, and experiences. Inclusivity in AI systems means implementing appropriate measures to avoid excluding certain groups or people from being able to engage with or to benefit from the AI system. Such measures can include ensuring diverse and representative datasets are used in the AI system's training, fine-tuning, and evaluation, and enabling accessibility by ensuring that the way individuals engage with the AI system accounts for visual, hearing, and other impairments (e.g., through speech-to-text, text-to-speech technologies).

We are putting processes in place to ensure that AI systems will not harm or deceive people, and their use should never lead to unfair biases or unjust impacts. Key checks and balances help ensure that an AI system's decisions do not unfairly discriminate against an individual, group, or community based on age, gender, race, sexual orientation, religion, or other protected characteristics. We strive to ensure that datasets we use are accurate, relevant, representative, of verifiable origin, and fit-for-purpose.

Accountability and Lawfulness: Everyone in the eBay community has a role to play in responsible AI

We take steps to ensure that AI systems function properly, throughout their lifecycle, and that their design, development, testing, and use in deployment comply with applicable regulatory frameworks. We actively ensure there is human oversight throughout the development, launch and monitoring of AI uses, and have implemented risk-based decision-making processes (for example, by providing documentation on key decisions throughout the AI system lifecycle and conducting or allowing auditing where justified). We encourage the use of appropriate documentation concerning the development, implementation, deployment, onboarding, and oversight of our AI systems.

Privacy by Design: Build AI systems with privacy at the forefront

To the extent personal information is involved, **eBay’s Privacy principles** – which are the backbone of eBay’s Privacy program – should guide choices for AI system design, development, deployment, and use. This includes ensuring a Privacy by Design approach, data minimization, data quality, and purpose specification.

Transparency: Provide users with transparency into our use of AI

Recent classes of AI technologies, such as Generative AI, make it difficult to understand the reasoning behind an AI system’s output. eBay strives to be transparent to end-users about its use of AI. This transparency will be accomplished in some cases by disclosing within the experience itself information about the type of AI being used, and in other cases, through broader disclosure of our use of AI generally, as is contextually appropriate based on stage of its lifecycle. Our transparency approaches will also strive to communicate most effectively given the role of the individuals interacting with or using the AI system.

4 DOCUMENT CONTROL

Review and approval – This document will be reviewed every three years.

Sign-off	Department	Role	Date
eBay RAI (Responsible AI) Steering Committee	Core AI	RAI Steering Committee	01/17/2024
Mazen Rawashdeh	Core Technology	SVP	03/08/2024

Version History

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