



RESPONSIBLE AI POLICY

EI-COREAI-POL-1. 0. 0. 1

Standard	Responsible AI Policy
Approver	SVP, Chief Technology Officer
Owner	Responsible AI
Effective date	Jan 17, 2024
Repository	eBay Inc. Policy Central
Internal or customer facing	Internal, Customer-Facing

- 1. PURPOSE..... 1
- 2. SCOPE..... 2
- 3. POLICY..... 3
 - 3.1 Reliability, Safety, and Security..... 3
 - 3.2 Inclusivity and Fairness..... 3
 - 3.3 Accountability and Lawfulness..... 4
 - 3.4 Privacy by Design..... 4
 - 3.5 Transparency..... 4
- 4. DOCUMENT CONTROL..... 5

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 program 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 interact with each other, such that tradeoffs may be needed to balance 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 no universally accepted definition of AI. We use the definition of an AI system set forth in the EU AI Act, i.e.:

‘AI system’ means a machine-based system that is designed to operate with varying levels of autonomy and that may exhibit adaptiveness after deployment, and that, for explicit or implicit objectives, infers, from the input it receives, how to generate outputs such as predictions, content, recommendations, or decisions that can 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 and maintained by the Responsible AI team.



3. POLICY

eBay's Responsible AI principles are set forth below.

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

eBay's AI systems must be reliable to be trusted. Every AI system should consistently produce the expected outcome and task it is designed for, across various conditions and in a way that minimizes unpredictability and hallucinations. eBay should ensure appropriate testing and refining of the AI system to achieve this end. 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.

eBay's AI systems should be secure and protected from unauthorized access, tampering, and any other form of malicious intervention, in accordance with eBay's Information Security Policy and Standards. eBay recognizes that AI technology comes with unique security risks that require constant attention to stay ahead of these 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.

3.2 Inclusivity and Fairness: Strive to enable inclusive and fair AI experiences

eBay's AI systems must be designed with fairness in mind and used responsibly. They should not cause harm, mislead users, or create unfair or biased outcomes. In particular, AI decisions must not discriminate based on age, gender, race, sexual orientation, religion, or any other protected characteristic. To ensure fairness, we must build AI systems with fairness and bias issues in mind, test and monitor AI systems regularly and give users the ability to give us feedback.

Building with an inclusivity mindset moves us closer to achieving fairness. We strive to ensure our AI systems reflect the diversity of human cultures, backgrounds, and experiences, enabling everyone to engage with and benefit from them. This means using data that is accurate, relevant, representative, and verifiable—and regularly testing our systems to confirm they perform fairly and as intended. It also requires that we get representative user feedback where relevant, and design for accessibility to accommodate visual, hearing, and other impairments.



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

Ensuring that AI systems comply with laws, regulations, and standards is a shared responsibility across the eBay community, requiring thoughtful human involvement and a commitment to transparency. In particular, human oversight should be integrated throughout the development, launch, and monitoring of AI systems. Throughout this lifecycle, decision-making should be informed by the level of risk and potential impact associated with the use case at hand. Finally, these decisions and details regarding development, deployment, and oversight should be recorded with clear and comprehensive documentation.

3.4 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 following a Privacy by Design approach, data minimization, data quality, and purpose specification.

3.5 Transparency: Provide users with transparency into our use of AI

eBay should be transparent to users about its use of AI. We will promote transparency with disclosures about the type of AI being used within a particular experience or broader disclosures about our AI use more generally. These transparency efforts should be tailored to the roles, needs, and levels of understanding of the individuals using the AI system.

4. DOCUMENT CONTROL

Review and approval – This document shall be reviewed annually by the Responsible AI team, and only substantive changes shall require approval from the SVP.

Sign-off	Department	Role	Date
eBay RAI (Responsible AI) Steering Committee	Core AI	RAI Steering Committee	Jan 17, 2024
Mazen Rawashdeh	Core Technology	SVP	March 3, 2024
Sean Embry, Nitzan Mekel, Kara Ricupero	AI Governance Steering Committee	AI Governance Steering Committee	Feb 17, 2026
Mazen Rawashdeh	Global Technology	SVP	March 4, 2026

Version History

Version	Change Summary	Document Manager	Author	Date
1.0	First revision	Mohammad Tahaei	Lauren Wilcox	Jan 17, 2024
1.1	Annual update: Minor language and style changes	Mohammad Tahaei	Mohammad Tahaei Markelle Roesti Leanne Toliver	Dec 11, 2025