



Globe Artificial Intelligence (AI) Use Statement

Effective Date: July 6, 2026

At Globe, we use Artificial Intelligence (AI) technologies to improve customer experience, strengthen operations, enhance productivity, and enable innovation across our products, services, and platforms.

Globe is committed to the responsible, secure, and ethical use of AI to create value for customers, employees, partners, and society. Our approach to AI is guided by transparency, accountability, privacy, security, human oversight, and risk-based management principles.

This statement outlines Globe's approach to the responsible use of AI-enabled technologies across customer-facing services, enterprise operations, and internal functions.

1. Our Commitment to Responsible AI

Globe's use of AI is guided by the following principles:

- **Transparency**

Globe aims to clearly communicate the use of AI-enabled technologies where appropriate, particularly with regard to the nature, purpose, and extent of the processing when AI materially supports customer interactions, operational processes, and/or decision-making activities.

We strive to ensure that:

- AI-enabled interactions are appropriately disclosed based on context and risk;
- AI systems are used for their intended purpose and within their intended scope; and
- relevant limitations, assumptions, and expectations surrounding AI-enabled services are reasonably communicated where applicable.

- **Accountability**

AI systems at Globe are designed to supplement and augment, not replace human judgment, expertise, responsibility, and accountability.

Business owners, sponsors, and project teams remain accountable for decisions, actions, and outcomes supported or informed by AI systems.

Globe maintains governance, oversight, and escalation mechanisms to ensure AI systems are used responsibly and in accordance with applicable laws, regulations, company policies, and governance requirements.

- **Safety and Security**

Globe is committed to implementing safeguards designed to ensure AI systems operate securely, reliably, and responsibly.

AI-enabled technologies are supported by appropriate privacy, cybersecurity, governance, and operational controls intended to:

- protect personal and confidential information;
- reduce misuse, abuse, or unauthorized access;
- ensure that the system's outputs are fair and accurate;
- strengthen system reliability and resilience;



Globe

- ensure that security measures are up to date and implement necessary troubleshooting when needed;
- regularly monitor the performance of the AI systems to ensure that their outputs are accurate and authentic;
- implement, whenever necessary and appropriate, data minimization measures by excluding any personal data that is unlikely to improve the development or deployment of AI systems, including its training and testing; and
- support responsible and secure AI adoption.

• Human-Centered AI

Globe believes that AI should support people and enhance human capability. It shall not replace human oversight and professional judgment.

AI systems are designed to supplement and augment human decision-making while preserving appropriate human oversight and intervention mechanisms particularly in sensitive, high-impact, or regulated contexts.

We strive to promote fairness, inclusivity, responsible use, and respect for human dignity in the design, deployment, and operation of AI-enabled technologies.

2. Where AI May Be Used

Globe may use AI-enabled technologies across various services, platforms, and operational environments, including but not limited to:

- Customer support and virtual assistants;
- Digital channels and applications;
- Service recommendations and personalization;
- Operational automation and workflow support;
- Analytics and decision-support tools;
- Network and service optimization;
- Fraud detection and cybersecurity support;
- Internal productivity and collaboration tools; and
- Enterprise and digital business solutions.

AI may assist in generating recommendations, summaries, insights, predictive analysis, automation support, and other service enhancements.

3. Responsible and Acceptable Use

Users of Globe AI-enabled services and platforms must use these technologies responsibly and in accordance with applicable laws and Globe policies.

Users must not:

- misuse AI systems for unlawful, harmful, abusive, fraudulent, or malicious activities;
- attempt unauthorized access to AI systems, platforms, or environments;
- use AI technologies in ways that compromise authenticity, integrity, privacy, security, confidentiality, or intellectual property; or
- input confidential, regulated, or sensitive information into non-approved AI systems or environments.

Only Company-approved or authorized AI tools and use cases may be used for Globe business activities, subject to applicable governance, privacy, security, and operational requirements.

4. Privacy and Data Protection

Globe respects and protects personal data and confidentiality.

AI-enabled services and technologies are implemented in accordance with:

- Republic Act No. 10173 or the Data Privacy Act of 2012 (DPA), its implementing Rules and Regulations (IRR), and other issuances by the National Privacy Commission (NPC) as well as other applicable privacy laws;



- Applicable cybersecurity, telecommunications, privacy, and other relevant standards and regulations; and Globe's internal privacy, security, and data governance policies

Personal data and sensitive personal data, whether or not publicly available or accessible, may only be processed within Company-authorized AI-enabled systems and in accordance with approved business purposes, governance requirements, and applicable safeguards. These safeguards include the implementation of privacy-enhancing technologies that support the effective exercise of data subject rights and the establishment and determination of lawful basis prior to any data processing.

Globe enforces a system allowing human intervention in case AI systems pose a risk in relation to decisions and actions affecting data subjects and will provide the appropriate dispute resolution mechanisms in addressing the same.

For more information, please refer to [Globe's Privacy Statement](#).

5. Governance and Oversight

Globe applies governance and oversight measures designed to support the safe, secure, and responsible use of AI technologies.

These measures may include:

- AI governance and review processes;
- risk and impact assessments;
- privacy and security controls;
- vendor and third-party assessments;
- monitoring and compliance activities;
- human escalation procedures; and
- incident management and reporting mechanisms.

Governance requirements may vary depending on the sensitivity, scale, complexity, and potential impact of the AI use case.

6. Accuracy and Limitations

While Globe continuously works to improve AI-enabled services and technologies, AI systems may occasionally produce incomplete, inaccurate, or unintended outputs.

Users are encouraged to, where appropriate, validate important, sensitive, financial, legal, regulatory, or time-critical information through official Globe channels.

AI-generated outputs are intended to support operational, analytical, and customer-facing activities, but should not replace required human judgment, approvals, or governance controls, where applicable.

7. Updates to this Statement

Globe may update this AI Use Statement from time to time to reflect evolving technologies, governance practices, regulatory developments, or operational improvements.

Updated versions will be posted on this page.

Contact Us

For questions regarding Globe's use of AI technologies, responsible AI practices, privacy, or governance matters, you may contact: privacy@globe.com.ph