AVENIR FOCUS

AI CHARTER

OUR 2026 COMMITMENTS TO RESPONSIBLE, TRANSPARENT AND ETHICAL USE



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1. PREAMBLE

AI in service of our commitments

At AVENIR FOCUS, we use certain artificial intelligence (AI) tools to **improve the efficiency** of our processes, **the quality of our output** and **our ability to meet** our clients' needs.



AI is a **support** tool serving our teams. It is used in line with our requirements regarding **confidentiality, data protection, quality of deliverables, authenticity and professional responsibility.**

We also make sure to use it in a relevant and measured way, given the environmental impact associated with these technologies.
This charter is not intended to limit innovation, but to ensure that it remains in service of quality, trust and operational excellence.

CORE PRINCIPLES

Data protection and confidentiality

AVENIR FOCUS operates in an environment strongly governed by the General Data Protection Regulation (GDPR).
In this context, our teams refrain from sharing the following in AI tools:

Personal data that could directly or indirectly identify our panellists;
Confidential information relating to our clients (briefs, strategies, unpublished results, working documents, etc.);
Any internal document or content of a sensitive nature.

We apply strict rules aimed at **protecting the information entrusted to us, preserving the reliability of the studies carried out and guaranteeing the integrity and credibility of our work.**
When the use of an AI tool is considered, only **anonymised, non-identifiable** and **non-strategic** data may be used.
In case of any doubt about how sensitive a piece of information is, it is not entered into an AI tool.

CORE PRINCIPLES

Systematic human oversight

Artificial intelligence is a **support** tool designed to assist our teams with certain **production, analysis** or **writing tasks.**

It never replaces the **expertise, judgement** or responsibility of our staff.

Any contribution generated or assisted by AI undergoes:

- Verification ;
- Correction if necessary ;
- Human validation before use or transmission.

AI is used as a **lever for efficiency** in service of our professional standards, never as a substitute for human expertise.

CORE PRINCIPLES

Transparency and responsibility

We favour **transparent** use of AI within our organisation.

When AI is used significantly within a project, this remains governed by our internal procedures and under the responsibility of the teams in charge of the assignment.

Final responsibility for content, analyses, recommendations and deliverables always remains human.

OUR COMMITMENTS

Towards our clients

AVENIR FOCUS undertakes to:

- Ensure the **confidentiality of the information** entrusted to it and compliance with personal data protection;
- Maintain rigorous quality **control of the data collected from panellists** (pre-tasks, online communities, quantitative questionnaires, etc.);
- Maintain a recruitment process;
- Guarantee human **validation of all the deliverables produced**, whether screeners, translations, discussion guides, reports or any other document;
- On qualitative fieldwork, carry out verbal recruitment of participants, entrusted to staff **trained in interview techniques**, to ensure profiles that are both relevant and reliable;
- Maintain a **dedicated and available human contact** throughout the projects, at a time when many services tend to be automated.

OUR COMMITMENTS

Towards our panellists

AVENIR FOCUS undertakes to:

- Ensure the **protection of personal data** and compliance with confidentiality rules in accordance with the GDPR;
- Guarantee that **the use of AI in no way reduces the relevance or the quality of the studies offered;**
- Maintain an **available human contact** to follow up with participants and answer their questions.

USE CASES

For our teams

These practices, which are not exhaustive, always remain framed by human intervention and are never entirely delegated to artificial intelligence.

- Structuring ideas or outlines ;
- Rephrasing or translating content ;
- Optimising certain writing tasks ;
- Exploring avenues of thought ;
- Searching for profiles or communities likely to meet specific research needs ;
- Desk research on study topics ;
- Assistance with mathematical or algorithmic reasoning ;
- Searching for geographical information ;
- Creative work ;
- Creating visuals ;
- Writing communication content.

VISION AND OUTLOOK

Innovating responsibly

The use of AI at AVENIR FOCUS is part of a responsible approach aimed at **strengthening the quality** of our services while **preserving the trust** of our clients and panellists. Our teams remain **fully responsible** for the content produced, the analyses carried out and the decisions made, whether or not an AI tool was used in the process.

We regard artificial intelligence as a **tool for innovation and performance**, whose use must always remain **controlled, secure** and **compliant** with our professional commitments.

SIGNATURES

The AVENIR FOCUS team

