



GreenShield's Artificial Intelligence (AI) Principles

GreenShield is a non-profit health care and insurance organization. We exist to advance our social mission of Better Health for All™.

As the potential uses and risks associated with AI expand, we have established principles that guide how we use AI today and as it evolves. These principles reflect our belief that technology should serve people, and that advancing our mission requires innovation paired with responsibility.

These principles reflect who we are and the duty of care we hold to our employees, customers, partners and the communities we serve. They will be reviewed regularly as technology, regulation, and our understanding mature.

BETTER HEALTH FOR ALL



Our people come first

We use AI to support and augment our people, not as a mechanism for layoffs. It is intended to create capacity for better care, sound judgment, and meaningful work. As AI changes how work is done, we are committed to training, reskilling, and thoughtful role design.



We only use AI when it advances our mission

We use AI only when it can meaningfully support our mission of Better Health for All. This includes using AI to:

- Improve health care and insurance experiences for our customers through greater access, convenience, integration, or health outcomes,
- Grow the impact we can have on the health and well-being of Canadians, and
- Operate more efficiently so we can reinvest in our social mission.



People remain in control

In complex, sensitive, or high-impact situations, AI does not act independently. In those cases, a person is always responsible for the final decision. AI can support decision-making, but it does not replace human judgment, care, or accountability.



We protect trust and privacy

Trust is foundational to our mission. We use personal data in AI only when necessary and always with strong privacy, security, and governance safeguards. We are transparent about how we use AI, and accountable for protecting the information entrusted to us.



We use AI responsibly, ethically and sustainably

We regularly review our AI tools, including those from third parties, to avoid those that:

- Create unfair bias or discrimination,
- Misuse data,
- Produce outcomes that can't be explained, reviewed, or appropriately governed, or
- Run counter to our environmental impact and sustainability commitments.