



# AI Policy

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| VERSION HISTORY |         |         |             |               |                       |        |
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| 1.              | 00      | 1.0     |             | NA            | New Release           |        |
| 2.              |         |         |             |               |                       |        |
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## Artificial Intelligence Management System (AIMS) Policy



## 1. Purpose

DiGGrowth is committed to establishing, implementing, maintaining, and continually improving an Artificial Intelligence Management System (AIMS) in accordance with ISO/IEC 42001:2023. This policy defines the organization's commitment to the responsible governance, development, deployment, integration, operation, monitoring, and continual improvement of Artificial Intelligence (AI) and Machine Learning (ML) systems.

## 2. Policy Statement

DiGGrowth develops and delivers AI-enabled marketing analytics, predictive intelligence, customer-specific machine learning models, and AI-assisted decision-support solutions. The organization is committed to ensuring that AI technologies are developed and used responsibly, securely, transparently, and in compliance with applicable legal, regulatory, contractual, and ethical requirements.

Top Management is committed to:

- Establishing and maintaining an effective Artificial Intelligence Management System (AIMS).
- Defining measurable AI objectives aligned with the organization's strategic direction.
- Integrating AI governance into business and product development processes.
- Providing adequate resources, competent personnel, and appropriate technologies to support AI activities.
- Developing, validating, deploying, monitoring, and continually improving customer-specific AI/ML models throughout their lifecycle.
- Ensuring responsible integration and governance of third-party AI services and Large Language Models (LLMs).
- Protecting customer information through appropriate security, privacy, access control, and data segregation measures.
- Identifying, assessing, and managing AI-related risks and impacts throughout the AI lifecycle.
- Promoting fairness, accountability, transparency, human oversight, and responsible use of AI systems.
- Complying with applicable legal, regulatory, contractual, and customer requirements.
- Raising employee awareness and competence in responsible AI practices.
- Monitoring AI system performance and driving continual improvement through audits, management reviews, corrective actions, and performance evaluations.

## 3. AI Governance Principles

DiGGrowth is committed to operating AI systems based on the following principles:

- Responsible and ethical AI
- Customer-centric AI solutions
- Human oversight and accountability
- Information security and privacy protection
- Fairness and transparency
- Customer data isolation and confidentiality
- Compliance with applicable requirements
- Risk-based decision making
- Continual improvement of AI systems and governance

## 4. Review

This policy shall be communicated throughout the organization, made available to relevant interested parties where appropriate, and reviewed periodically during Management Review Meetings or whenever significant changes occur to the organization's business, AI technologies, legal requirements, or customer expectations.

Approved By:  \_\_\_\_\_  
Signed by: Ankit Srivastava  
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 Co-Founder and Product Head (DiGGrowth)