

Intuit is responsible AI

We help solve our customers' most pressing problems by helping consumers, SMBs, and self-employed individuals make insightful financial decisions.

Our responsible AI principles guide how we operate and scale our AI-driven expert platform.

- **Powering prosperity:** We develop and deploy AI to power prosperity around the world for consumers, small businesses, and self-employed individuals.
- **Enhancing human talent:** We build AI that works hand-in-hand with people to help them do their jobs better.
- **Fairness:** We strive to use AI to improve the financial lives of everyone, including those who have historically been excluded from access to financial services.
- **Accountability:** We follow a thoughtful approach to ensure the responsible use of our AI.
- **Transparency:** We strive for the right level of transparency and explainability in our AI.
- **Privacy and security:** Our commitment to privacy and security extends to our AI systems.

Our multidisciplinary approach to governance includes internal review and executive-level oversight through our AI Governance Committee. Learn more at intuit.com/privacy/responsibleai.

INTUIT