



ARTIFICIAL INTELLIGENCE RESPONSIBLE USE POLICY

El Puerto de Liverpool®

A. OBJECTIVE

To establish the regulatory framework for the ethical, secure, and strategic use of Artificial Intelligence (AI) at El Puerto, prioritizing productivity and innovation, ensuring that every AI solution operates under standards of privacy, equity, corporate integrity, and human oversight.

B. SCOPE

Applies to all employees, business units, subsidiaries, suppliers, and third parties that develop, integrate, evaluate, operate, or contract AI solutions for El Puerto de Liverpool.

C. RULES

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In the responsible use of AI, the following guiding principles must be followed:

- **Fair use, equity, and non-discrimination.**
- **Transparent use by labeling AI-generated content and ensuring model explainability.**
- **Secure use and reliability.**
- **Trustworthy use, meaningful accountability and human oversight.**
- **Regulated use, privacy, and data governance.**

2

TOOL CLASSIFICATION AND USE RESTRICTIONS

- The use of AI is permitted in accordance with the guidelines on its responsible use.
- El Puerto maintains a tool classification matrix that defines the operational rules of use for regulated and non-regulated technologies.
- It is mandatory that all access to authorized AI platforms is conducted through the corporate networks and secure channels established by El Puerto.

3

GOVERNANCE AND ROLES

- The Responsible AI Use Management System (SIGUIAR, by its Spanish acronym) is carried out through an Interdisciplinary Group to lead the strategy in conjunction with the Center of Excellence, which handles technical control and operational risk management to ensure its use complies with the company's guiding principles.

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RISK MANAGEMENT AND LIFECYCLE

The management of AI systems spans their entire lifecycle, including risk assessments and their classification, design with standards and controls regarding privacy, regulatory compliance, cybersecurity, bias mitigation, and continuous monitoring.

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THIRD-PARTY EVALUATION AND CONTRACTING DUE DILIGENCE

The contracting of any supplier or third party offering AI solutions must align with the responsible AI use and due diligence standards in this matter, adhering to El Puerto's responsible use standards.

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RESPONSIBLE CONSUMPTION AND FINANCIAL MONITORING

In the use of AI, we apply expense monitoring mechanisms and alert systems aimed at mitigating the risk of excessive expenditure or their abuse.

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TRAINING, COMMUNICATION, AND CONTINUOUS IMPROVEMENT

As part of the AI governance model, there are annual training programs, communication plans, and continuous improvement processes.

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We have an Ethics Line, serving as a confidential channel to securely report any inappropriate use of AI, security failures, or ethical breaches:

<http://www.lineaetica.org.mx/>

800 633 8133

contactanos@lineaetica.org.mx

+52 55 3488 8895

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Non-compliance with this policy will result in the sanctions determined in accordance with our Disciplinary Measures policy, without prejudice to any applicable legal actions.