



# HASBRO'S AI PRINCIPLES

Play sparks imagination, builds connection, and creates lifelong memories. At Hasbro, everything we do is in service of the over one billion people who experience the joy of our brands every year. As AI unlocks new possibilities for interactive storytelling and creativity, it remains a tool in service of those fans: powering human-centered experiences that protect, inspire, and empower. These principles explain how we innovate responsibly, and ensure technology enhances - never replaces - the magic of play.

## **Safety is non-negotiable**

Safety is, and always will be, at the core of every product and experience we create, especially for children. We aim to lead in responsible AI development, while listening and learning from fans, parents and creators. We follow all applicable regulations and are committed to further collaboration with lawmakers, industry leaders and families to protect the health, safety and privacy of our fans. The AI experiences we build must meet the standard our fans deserve.

## **Play comes first**

Our AI products are meant to enhance play: bringing characters to life and creating new forms of interaction while centering joy. We believe AI works best when it amplifies human connection, imagination and creativity. We will never build AI products or experiences for AI's sake.

## **We are bold builders**

We believe in the transformative power of AI as a catalyst for innovation and joy. We embrace its potential to help humans move faster, think bigger and create what hasn't existed before, especially in interactive play and storytelling.

## **Transparency with our fans**

When a Hasbro product includes AI as a core experience – a character you talk to, a game feature, a creative tool – we'll help you understand what to expect. We will be clear about when AI is used, what it does, and what data it relies on. We'll also work continuously to improve our AI systems.

## **Human creativity is critical**

Every Hasbro product begins and ends with human imagination. We keep humans accountable for outcomes. AI can assist, but people make the final calls on design, safety, and release. AI is a tool our creators can choose to use, but it doesn't replace the people behind the work. When new tools create efficiency, our goal is to reinvest those gains back into what counts: our products, our fans and our partners. As a century old company our tools and technology are always evolving but our commitment to creating magical experiences remains the same.

## **Different brands, different approaches**

For example, for MAGIC: THE GATHERING and DUNGEONS & DRAGONS, we've heard clearly that published art, writing, and world-building should be human-authored. Creators may use tools for reference, but the final work comes from people, not machines. What we've said previously on this topic remains unchanged. As we listen to other communities, brands will consider where similar commitments make sense.

## **We respect our communities**

Whether fans, voice actors, artists, writers, or other collaborators, we don't use creators' work to train AI without clear permission. We ensure that we compensate the talented creators who bring our characters and brands to life.