

Enbridge

Artificial Intelligence Policy

Our commitment to responsible AI

At Enbridge, we are committed to trustworthy and responsible development, deployment and use of artificial intelligence (AI) systems. This means developing, deploying and managing AI in a way that is ethical, transparent, fair and accountable. Our approach to responsible AI is based on our commitment to putting our stakeholders and communities first.

We do this by being transparent about how we use AI which includes using data with integrity to earn and maintain your trust.

Use of AI supplements good human judgment, but it is not a substitute for it. All uses of AI at Enbridge – whether developed by Enbridge or by third parties – must support Enbridge’s values and comply with our policies.

As part of our commitment to use AI responsibly, Enbridge’s Artificial Intelligence Policy (AI Policy) is founded on AI principles to ensure ethical and trustworthy design, development, use or access of AI systems at Enbridge.

What is AI

AI is a technology that mimics human-like cognitive functions with the potential to perform any intellectual task that a human can do. AI can perform tasks such as understanding language, recognizing patterns, solving problems, predicting outcomes, optimizing, visual perception, speech recognition and decision-making.

There are different types of AI. One popular example is supervised machine learning (ML). This is where a machine is “shown” what the desired outcome is and finds a way to achieve the outcome. The approach determined by the machine is called an algorithm or model.

Generative AI (GenAI) is a special type of AI that can create added content. This means it can generate text, images, music and videos based on the data that it has been trained on.

We follow AI principles

Enbridge follows value-based principles to guide the development and deployment of AI to maximize its benefits and minimize its risks. We promote the use of AI that is ethical and trustworthy, following seven AI principles:

Principle 1: Safety

Uses of AI at Enbridge adhere to our core values of Safety, Integrity, Respect, Inclusion and High Performance. For example, AI systems are tested and are responsibly designed with safety in mind and subject to risk assessments prior to deployment. They follow proper developmental practices to prevent failures or dangerous system conditions that could cause physical or mental harm to our employees, stakeholders and the communities in which we operate.

Principle 2: Validity and reliability

AI systems used at Enbridge strive for the highest possible level of accuracy and reliability, functioning to consistently produce results that are true within the system’s operating parameters. As validity and reliability are key components of a trustworthy AI system, we facilitate auditing or monitoring of systems to ensure correct functioning and to minimize any potential harm or other negative outcomes of a system failure.

Principle 3: Transparency and accountability

Enbridge strives to ensure that all uses of AI transparently demonstrate that they conform to our values and comply with policies and business standards. For example, AI systems developed by or used at Enbridge are designed and operated with appropriate human direction and control.

Principle 4: Explainability and interpretability

To manage an AI system effectively and responsibly, Enbridge strives to understand how the AI functions and what it is designed to do, understand the output in that context and be able to explain all of that in terms understandable by humans. This level of explainability and interpretability will enable us to better manage and govern our AI systems, as well as underpin the adherence to all other principles by providing a deeper understanding as to the “how” and “why” the AI system provided the result that it did.

Principle 5: Fairness

AI at Enbridge is designed to promote and ensure fairness and address inclusion in ways that mitigate bias and discrimination, conforming to Enbridge's core values, policies and business standards. The attributes of AI systems that make them desirable for use as tools – such as speed and scale – also means they have the possibility to perpetuate and amplify biases and discrimination more quickly and more broadly than ever before. Our goal is to ensure that training datasets are diverse and representative of the population to avoid biases and ensure fairness across different demographic groups.

Principle 6: Security and resilience

AI systems in development or use at Enbridge adhere to our policies, standards, and controls including, among others, those related to cybersecurity, data privacy and technology governance that seek to maintain the elevated level of security and resilience across all systems. For example, we follow industry-recognized security guidelines in our use or development of a resilient AI system.

Principle 7: Privacy and confidentiality

AI systems that access, store or use personal information will be in accordance with Enbridge's Privacy Policy and applicable privacy laws. We implement privacy by design principles from the outset and use data with integrity by restricting personal information prompts or inputs to meet our data privacy protection standards.

We use AI responsibly

AI is deployed across our operations to optimize assets, increase efficiencies, enhance safety and contribute to our broader sustainability goals. Here are some examples of how we use AI responsibly:

AI helps us enhance the safety and operationality of our systems

Enbridge leverages AI to provide real-time operational insights, enabling us to make decisions about how to move the energy Enbridge transports in the most efficient way possible. By managing the amount of power required, Enbridge can achieve cost savings and GHG reductions, while ensuring the safe, reliable and efficient operations of its liquids pipelines.

AI helps us gain pipeline integrity insights for asset maintenance

Enbridge employs intelligent automation for pipeline integrity, using AI to identify potential cracks and corrosion. Through workflow automation, data controls, advanced analysis and machine learning models, we gain new insights for rapid and effective asset maintenance, enhancing safety and efficiency while reducing process complexity and maintaining the health of our assets.

AI helps us improve customer experience

As part of Enbridge's customer-centric approach to advancing our products and services, AI offers insights into customer sentiment to improve the quality of service we provide. This allows us to innovate and identify enhancements to meet the evolving needs of our customers.

AI helps us develop our people

Enbridge uses AI tools to develop new skills for our employees for a new way of working. Our success is dependent on investing in and intentionally developing capabilities in our people through upskilling and reskilling programs, and experiential learning to be able to use these AI tools safely and responsibly.