

TRANSPARENCY STATEMENT and AI Governance

Implementation of the European Artificial Intelligence Regulation (AI Act – Regulation (EU) 2024/1689)

"Shaping the future with AI, powered by people."

– At Gruppo WISE, technology enhances the precision and efficiency of our processes, while strategic direction, critical analysis and accountability for the quality of every deliverable remain firmly human.

In line with its corporate identity, the principles of its Code of Ethics and its legal status as a Benefit Corporation (Società Benefit), Gruppo WISE SB Srl adopts and embeds into its operating processes the principles set out in the European Artificial Intelligence Regulation (AI Act – Regulation (EU) 2024/1689).

The adoption of Artificial Intelligence across strategic consulting, content production, digital development and event management is a driver of change that WISE governs through a structured method, focused on transparency and on safeguarding its clients and their stakeholders.

Our Operational Compliance Pillars

- 01 Human Oversight and Editorial Accountability (Human-in-the-Loop):** All materials, copy, strategic analyses, visual assets and communication strategies produced by WISE with the support of generative AI tools undergo substantial human revision, source verification and final approval by qualified professionals. WISE retains full ownership of and editorial responsibility for the products and services it delivers.
- 02 Intellectual Property Protection and Data Confidentiality:** To protect the information assets, trade secrets and commercial know-how of its clients, WISE strictly prohibits entering confidential data, NDA-protected strategies, non-public financial information or personal data (as defined by the GDPR, Regulation (EU) 2016/679) into public AI engines or models. AI-assisted processing takes place exclusively on secure infrastructure and in segregated corporate environments.
- 03 Transparency in the Use of Synthetic Media (Article 50, AI Act):** Where a solution explicitly involves hyper-realistic synthetic content (such as narrating video avatars for corporate profiles or synthetic voices) or the integration of automated conversational interfaces (chatbots and virtual assistants), WISE ensures rigorous application of the technical and visual transparency labelling required by law.
- 04 AI Literacy and Skills Development (Article 4, AI Act):** Under the ongoing oversight of its internal Innovation Committee, Gruppo WISE provides continuous training for its team on regulatory developments, the safe use of generative AI tools, the mitigation of AI hallucinations and respect for copyright in training datasets.

A Commitment to Responsible Growth

For Gruppo WISE, compliance with the AI Act is not a mere formality but the natural continuation of a transparent and responsible journey, built on putting people first, methodological rigour and the creation of lasting value for all stakeholders.
