



Responsible AI at Heidelberg Materials

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At Heidelberg Materials, we recognise the value and the transformative potential of Artificial Intelligence (AI). AI is a core pillar of our Strategy 2030, driving innovation, enabling new business models, and enhancing efficiency while supporting our ambition for sustainable growth.

At the same time, we are conscious of the responsibility that comes with the use of AI. This also includes protecting our employees, our customers, and the company against the risks of AI technologies.

Our commitment therefore goes beyond technical advancement. We are committed to using AI responsibly and ethically, in full compliance with applicable regulations such as the EU AI Act and GDPR, and in line with our corporate values.

01. Legally compliant use of AI

Heidelberg Materials deploys and utilises AI systems in compliance with all applicable laws and regulations, including the EU AI Act and GDPR. The use of AI technologies, including general-purpose AI systems, for prohibited purposes – such as social scoring or the exploitation of vulnerabilities related to age, disability, or comparable characteristics – is strictly prohibited.

02. Transparency and AI literacy

Heidelberg Materials is committed to transparency in its use of AI. Where AI systems interact with users, we ensure that it is clear they are engaging with AI instead of a human. Our internal policies and training programmes promote AI literacy by providing guidance on the capabilities, limitations, and potential risks associated with AI technologies.

03. Respecting data privacy

Protecting personal data is a fundamental principle throughout the entire lifecycle of AI development and deployment at Heidelberg Materials. All AI initiatives are designed and implemented in accordance with applicable data protection laws and regulations, ensuring the responsible and lawful processing of personal data.

04. Security

AI services intended for business use are subject to security assessment and evaluation including approval processes. In parallel, Heidelberg Materials has implemented protective controls and measures, such as access filtering and data classification, to restrict access to AI services posing increased security and compliance risks. Use of AI tools is controlled by policies and monitoring. Continuous development of AI is taken into account by continuous improvements in security controls. This design is based on standards for security, integrity, confidentiality, availability, and authenticity of data.

05. Accountability and human oversight (human in the loop)

Heidelberg Materials ensures that AI systems remain accountable and subject to meaningful human oversight. AI generated outputs are reviewed and decisions with legal, ethical, or significant operational impact are subject to human supervision. Human responsibility for outcomes remains paramount at all times.

06. AI governance

Compliance with applicable regulations and internal principles is ensured through a robust AI governance framework. All AI tools must undergo a defined governance process.

07. Environmental and social well-being

Heidelberg Materials is committed to developing and using AI applications that contribute positively to society and the environment.

