Data & AI Ethics Policy

1. Purpose

Coloplast is committed to our mission of making life easier for people with intimate healthcare needs with technology, artificial intelligence (AI) and data. Embracing new technologies, AI and data-driven approaches is essential for Coloplast to remain at the forefront of innovation in healthcare solutions.

This policy reflects Coloplast A/S' and the Coloplast Group's commitment to make use of technologies and AI to foster innovation and improve lives worldwide in an ethical and transparent manner.

2. Objective

The objective with this policy is to lay out principles and boundaries for how Coloplast can work safely with data, whether personal or not, as well as how Coloplast can explore and make use of AI technologies safely and ethically with benefits for both the company, individuals and society.

This policy, including how Coloplast works with data and AI ethics, is further described in the Coloplast's management report in accordance with Section 99d of the Danish Financial Statements Act.

3. Scope

This policy applies to all directors, officers, managers, employees, and contract workers employed within the Coloplast Group as well as third parties acting on behalf of Coloplast whether directly or indirectly.

4. Principles

4.1. Data Ethics Principles

To ensure that Coloplast handles data ethically and safely, Coloplast has defined several data ethics principles:

1. Commitment to Fairness: Bias must be avoided, as it can have severe negative implications. Data collection must ensure equity of data and processing must be unbiased, impartial, and shall correspond to individual needs. Data processing must never lead to any kind of discrimination.

2. Transparency: We prioritize openness about how personal data is used, stored, and shared. Individuals should be able to easily access and understand our data practices, so that they can exercise their freedoms and rights.

3. Respect for individual rights: We honor the privacy and rights of individuals by safeguarding their data and maintaining confidentiality. Every interaction with data should respect individual autonomy and uphold their privacy choices.

4. Data quality and ethical design: Decisions should be informed by data that is unbiased, accurate, relevant, and adequate. Ensuring data integrity is essential for delivering reliable and trustworthy outcomes. Systems should be designed to ensure data quality, integrity and ethical use of data.

5. Responsible data practices: We are committed to using data only for legitimate, clearly defined purposes. Data is shared strictly on a need-to-know basis, always with a focus on protecting individual rights and complying with laws. Any third-party data must be sourced ethically and lawfully, and we do not engage in selling data.

6. Ownership and accountability: We hold ourselves accountable through robust governance structures, effective policies, and ongoing training. We continually monitor and assess our data practices to ensure they align with our ethical commitments and evolving.

7. Our proactive approach: We proactively consider these data ethics principles when designing processes and systems. The goal of this proactive approach is to mitigate potential harm and to align our technology with our ethical standards.

4.2. AI Ethics Principles

To ensure that Coloplast can continue to explore AI technology safely and ethically, Coloplast has enacted overarching AI ethics principles, which set up boundaries that must be respected when deploying AI technologies.

1. Consider impact on humans and business: We always consider AI's impact on humans and our business. We strive to reduce negative impacts and how AI can improve effectiveness, safety, quality and value for users of our products and business partners. While we are committed to minimizing risks and protecting rights, we also recognize the potential of AI and data-driven solutions to drive innovation, enhance effectiveness and value creation.

2. Transparency and explainability: We strive to clearly explain when and how AI is being used, including how personal data is handled and may impact individuals. We outline the goals, as well as possible impact AI may have on individuals, the data it relies on, any limitations, and the assumptions that drive the system. AI-generated content should be clearly identified as AI-generated in a machine-readable format when it is shared externally or distributed to a wide audience within Coloplast.

3. Fairness, equity & bias mitigation: We are committed to designing AI systems and using them in a way that ensures data equity, is free from bias and discrimination. We strive to ensure that the benefits of AI systems apply indiscriminately and to the broadest number of people.

4. Human oversight and accountability: We deploy AI technology with human oversight and accountability, so humans always can override automatic decisions. Human oversight should always be carried out prior to effectuating any significant effects of automatic decisions. An accountable person should always be appointed for AI systems in accordance with our IT policies.

5. Safety and risk: We use AI technology that is reliable and safe. We don't use AI for non-approved purposes Risk assessments should be performed before deployment of AI. Privacy & security by design principles should be followed to mitigate risks for individuals and we always consider the risks for humans when deploying AI technology.

6. Governance and compliance: We always respect the principles of our other policies. AI should never be used without following applicable internal governance, including acquiring necessary approvals.

7. Intellectual property: We strive to only deploy AI technologies that respect intellectual property rights, and we will not use AI technologies contrary to such rights. To the extent that we fully or partially develop AI technologies ourselves, we will also respect other parties' intellectual property

rights, while we may seek to protect such AI technologies and the work product thereof through intellectual property rights.

5. Raising concerns

If an employee observes or suspects violations of this policy, they should immediately contact a manager, the Business Ethics & Compliance team, or use the Ethics Hotline. An employee should also report business practices that may violate this policy.

6. Governance

Coloplast's principles on data and AI ethics are approved by the Board of Directors. The Executive Leadership Team is responsible for establishing policies, processes and procedures to ensure compliance with this Policy, and reporting structures are put in place to verify compliance.

7. References

- Coloplast Global Personal Data Policy
- Coloplast Information Security Policy
- Coloplast Intellectual Property Policy
- Coloplast AI Branding Guidelines
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- Coloplast AI Branding Guidelines

8. Policy Revision

The policy must be reviewed on an annual basis and may be amended at any time. The Board of Directors, with the support of the Audit Committee, is responsible for compliance with this policy and for completing an annual review of this Policy.

The policy has been approved by the Board of Directors on November 2026 and is available at Coloplast's website, www.coloplast.com.