



March 2026

### AI Charter

**Why a Pact?** At L'Oréal, innovation has been in our DNA for over 110 years. As we invent the future of beauty, we see Artificial Intelligence as a powerful co-pilot, with the firm belief that technology must always serve people. This pact is our commitment to you: we want to be transparent about how we use AI during the recruitment journey, and we invite you to use it in a way that showcases your unique talents. Above all, we believe in a journey that is ethical, transparent, and human.

**Using A.I. in your application:** How to strike the right balance? We want to meet the real you, not the best version of a machine. Let's agree on how to use AI to make our journey together authentic.

#### **What We Encourage (your part of the pact):**

- **Sharpen your tools:** Use AI to help structure your thoughts, polish your CV (correcting mistakes or checking compatibility with hiring tools like ATS - Application Tracking Systems), or translate documents.
- **Level up your prep:** Use AI to research our brands so you can arrive at the interview with your own sharp, strategic perspective.
- **Show your critical thinking:** If you use AI for a business case or technical test (e.g., a coding test), tell us. Show us your "prompts" and explain your choices. This demonstrates your judgmental skill we deeply value. (Note: Any work created with AI assistance must be labeled)

as such). **Whether you use AI or not, be prepared to explain the substance of the work you submit.**

**What to avoid (our shared red lines):**

- **The "Copy-Paste" trap:** Submitting a cover letter or answers written entirely by AI doesn't tell us who you are. We want to hear your personal story and your voice.
- **Faking reality:** Never use AI to invent skills, degrees, or experiences you don't have. Authenticity is non-negotiable. If we detect fabricated information, we will stop the recruitment process immediately.
- **A.I. in the Interview Room:** The interview is a protected, human-to-human moment. Please do not use any real-time AI assistance, "ghostwriting," or assistance tools. We want you and our recruiters to be fully present to create a real connection. This is our most important rule to ensure fairness.

**How do we use A.I.? (Our part of the Pact).** At L'Oréal, we use AI to automate repetitive tasks, giving our recruiters more time to focus on you.

- **Our Tools:** We use AI to help schedule interviews and ensure our job descriptions are inclusive and bias-free.
- **Our Promise:** A human will always conduct your interviews and make the final hiring decision. A machine will never decide for us.
- **Your Rights:** You have the right to oppose the use of an AI tool at any stage. If you opt-out, it will not affect your application. For some interviews, we may offer AI-powered transcription to capture every detail accurately. Your permission will always be asked beforehand, and you can refuse. These transcripts are deleted after 20 days.

**Our Commitment to Responsible A.I.:** We build and use AI under strict ethical guidelines, regularly testing our systems to prevent bias. Please keep in mind that our recruitment database and A.I. tools are hosted in the EU and therefore strictly obey EU laws (GDPR). If you have specific accessibility needs, please tell your recruiter so we can support you.

**A Final Word:** Please be yourself. That's who we really want to meet.