

Group Data Policy

Objective

Data plays a critical role in achieving our purpose of helping customers get the most out of life, making healthcare affordable and accessible, and protecting their wealth and growing their assets.

The Group Data Policy defines Prudential's approach to manage core data effectively throughout its lifecycle, and in line with the regulatory frameworks, and data security & privacy policies.

Our mission is to democratise the access of data, turning data into an organisational asset that can be easily explored and accessed by anyone within the organization in a controlled way. This objective is particularly relevant given the increasing volume and varying types of data from our customers and our growing digital and partnership eco-systems.

Key Principles

The Policy is classified into the following key areas:

- **Governance Structure.** Data ownership and accountability will be clearly defined at data level, Local Business Unit (LBU) level and at Group level. This requires the establishment of Data Governance Councils, Chief Data Officers, Data Owners and Data Stewards within each of the LBUs. The Prudential Data Governance Council provides overall Policy and strategic direction, comprising all LBU Chief Data Officers and senior Group-wide representatives from Technology, Risk, Data Privacy and Security, AI & Digital, Finance, Human Resources.
- **Technology.** Implement and maintain a Master Data Management Platform as the central data repository and single source of truth for all of Prudential's core data. Strong governance capabilities are developed within the cloud-based MDM Platform, giving Prudential the ability to manage data quality, track data lineage, and make data easily explorable and accessible in a controlled way.
- **People.** Develop a data culture within the organisation. Improve the data literacy and career progression of our staff through data governance and technology training and certification programmes.
- **Use of data.** Data must be used in an unbiased manner and in compliance with Prudential's AI Ethics Principles and any applicable laws, with due consideration of data privacy.