



Responsible AI Principles

How we're building new technology to better serve our customers and our partners

At Instacart, we're building and using AI to make grocery shopping faster, easier, and more affordable — and we're committed to doing it responsibly. We know AI is reshaping how people shop, work, and access essential services.

As AI becomes more capable and more central to everyday experiences, many people wonder how companies use this rapidly advancing technology and what protections they have in place.

This document explains Instacart's Responsible AI Principles and provides clear information about how we build, deploy and oversee AI across our platform.



Our 5 Principles

Instacart uses Artificial Intelligence and Machine Learning, including generative AI, to improve experiences for customers and shoppers. We also partner with retail partners and brands to deliver AI-powered experiences. We are committed to using and deploying these technologies responsibly. These principles guide how we build, deploy, and oversee AI across our platform.



PRINCIPLE 1

Transparency

We're transparent about how customers and shoppers interact with AI tools on Instacart.

Here's how:

- **Generative AI disclosure:** We disclose AI-generated content when such disclosure is required or relevant. We will clearly indicate when chatbots on Instacart are powered by AI.
- **Clarity of interaction:** We do not design AI systems to misrepresent themselves as human.
- **Material decisions:** We communicate the reason for shopper deactivations, notify shoppers of the right to appeal, and we don't allow AI systems to make final deactivation decisions.



PRINCIPLE 2

Human Oversight

We build AI systems to empower humans, not to replace human oversight.

AI systems can improve consistency and help reduce bias by limiting reliance on individual human judgment alone, which may vary and be subject to bias.

At the same time, the use of AI requires human oversight. Ongoing human oversight helps ensure that systems operate as intended, remain aligned with our policies and values, and adapt appropriately as conditions change.

Here's how:

- **Human oversight for generative AI:** Our generative AI experiences are subject to human oversight processes appropriate to the risk of the use case, both before and after deployment.
- **Review of shopper deactivations:** Final deactivation decisions are always reviewed by a human.



PRINCIPLE 3

Safety

We design AI systems with safeguards to minimize harmful outputs.

Here's how:

- **Product safeguards:** Our generative AI-powered products undergo review processes appropriate to the risk, designed to mitigate harmful, inappropriate, or unsafe outputs.
- **Ongoing monitoring:** We regularly review and update our safeguards to address emerging AI safety risks.



PRINCIPLE 4

Fairness

We design processes to help AI enhance Instacart's platform while mitigating the risk of unfair outcomes.

Here's how:

- **Appeal rights:** Shoppers have the right to appeal deactivation decisions.
- **Oversight and monitoring:** We conduct appropriate reviews to monitor outcomes generated by our AI systems and to identify and address potential fairness issues.



PRINCIPLE 5

Governance & Accountability

We maintain accountability for how AI is used and deployed by Instacart.

Here's how:

- **Structured governance model:** Instacart maintains a cross-functional AI governance framework that supports responsible deployment, and oversight of AI systems, including a periodic executive-level forum for strategic direction and risk oversight supported by legal and technical working groups.
- **Expert guidance and escalation:** Employees building or deploying AI systems have access to these groups for guidance. These groups provide review, support, and escalation pathways for legal, policy, technical, and operational risks.
- **Training and enablement:** Employees involved in building AI systems will receive training on these principles.
- **Review:** These principles shall be reviewed regularly.

At Instacart, we believe it's important to be transparent about how we think about, deploy, and use AI across the company, particularly in areas where these systems are interacting directly with our customers, shoppers, and partners.

As this technology continues to evolve, we will continue to update our systems, guardrails, and employee training, so that we can continue to deploy products and experiences that truly benefit our customers, empower shoppers, and support our partners.

