

Zealand Pharma

Our Data and AI Ethics Principles

Zealand Pharma is committed to upholding the highest standards of ethical conduct in the use of data and artificial intelligence (AI), in compliance with applicable laws and regulatory guidance. Recognizing that technological development, particularly in data-driven research and AI often evolves faster than regulation, we have established the following principles to guide responsible decision-making across the organization.

Over more than 25 years, Zealand Pharma has built a unique foundation of scientifically generated data in peptide-based medicines for metabolic and related diseases. This data, combined with advances in AI, presents significant opportunities to accelerate drug discovery and improve patient outcomes. These principles reflect our commitment to realizing that potential responsibly, while maintaining the trust of patients, partners, regulators, and society.

These principles apply to identifiable personal data (directly or indirectly identifiable) and non-identifiable data across internal activities, collaborations, and third-party engagements. They complement existing policies and procedures and will be reviewed periodically to ensure continued relevance.

Data Ethics Principles

Our data ethics principles guide how we collect, use, and share data with particular attention to the trust placed in us by e.g. patients, partners and clinical trial participants.

Respect for individuals and patients

Respect for individuals whose data we use, in particular patients and clinical trial participants, is a fundamental value. We protect privacy, confidentiality, and dignity, and only process personal data where there is a clear legal basis and ethical justification.

Beyond compliance

We consider data ethics to be broader than legal compliance alone. We assess not only what is legally permissible, but what is responsible, fair, and aligned with our values and scientific standards. We strive to learn from regulators and partners in evolving best practices.

Quality and integrity

High-quality data is essential for sound scientific conclusions. We ensure data is accurate, complete, and fit for purpose, with appropriate standards for documentation, traceability, and reproducibility. We are committed to responsible interpretation of insights derived from our data.



Responsible sharing

We strive for transparency in how data is used, shared, and governed, meaning that the purpose of data use, applicable access rights, ownership, and responsibilities are clearly defined and documented. Data sharing with partners and third parties occurs only when lawful, ethical, and fit for purpose, with clearly defined responsibilities and adequate safeguards in place.

AI Ethics Principles

Our AI ethics principles guide how we develop, deploy, and oversee artificial intelligence – ensuring it serves our scientific mission without compromising trust or safety.

Purposeful application

We only apply AI where it enhances scientific quality, efficiency, or decision-making and never as an end goal in itself. Our use of AI must be aligned with Zealand Pharma's mission and dedicated to advancing our work in metabolic health and related disease areas.

Human accountability

AI augments human expertise but does not replace scientific judgment or responsibility. We ensure that humans remain accountable for AI-supported insights and decisions, and that AI outputs are subject to expert review, challenge, and contextual interpretation.

Scientific rigor

AI systems must be fit for their intended scientific or operational purpose. We ensure that AI-supported insights are developed, validated (where applicable), and documented in accordance with established scientific standards, with appropriate oversight throughout their lifecycle.

Safety and trust

We deploy and scale AI where we can preserve trust among patients, partners, regulators, and society. We do *not* apply AI in ways that could undermine patient safety, data protection, or scientific credibility.

Together, these Data Ethics Principles and AI Ethics Principles provide a shared ethical foundation for how Zealand Pharma uses data and AI to drive innovation while safeguarding trust, integrity, and long-term value.