2026 AI Report

AI Trust Atlas

Public perspectives on bridging the AI trust gap

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Letter from the Chief Data and Trust Officer and Chief Executive Officer

Technological advancement driven by artificial intelligence (AI) impacts so many areas of our lives; as such, the inclusion of a variety of voices in its development and deployment becomes incredibly important. Cultivating innovation that delivers ambitious and sustained value creation in concert with progressing societal well-being should be our pareto goal. To do so, however, we need to listen and learn.

For the third consecutive year, TELUS is proud to share its AI report. The study, the *AI Trust Atlas*, has been designed to understand the aspirations and concerns about AI, with particular attention paid to underrepresented communities. The findings demonstrate that, despite broad familiarity with AI, trust is not a given. Public sentiment reflects real worries as well as optimism, reminding us that transparency, human oversight and accountability are not optional, but essential for confidence and stakeholder buy-in with respect to emerging technologies.

This is a critical call to action, given the speed with which AI pervasiveness is unfolding. Trust cannot be built by any single organisation acting in isolation. A multi-stakeholder approach – one that draws upon the expertise of industry, government, academia, civil society and the citizens we serve – will be essential as we work to raise trust across our global footprint.

Our TELUS team has continued to serve as a model of excellence: implementing robust Responsible AI governance, advancing our globally-recognized organization-wide data and AI literacy programme, establishing transparent oversight structures, and engaging academic and community partners around the world to help shape ethical, people-first innovation. These efforts complement our long-standing commitments to privacy, smart data stewardship and community investment, reinforcing the trusted relationships we have built over many years.

Guided by our customers and communities, we will continue to advocate for data integrity and AI use that fosters trust – ultimately, the only lasting path to meaningful technological progress.

Pam Snivley
Chief Data and Trust Officer
Member of the TELUS team

Darren Entwistle
President and Chief Executive Officer
Member of the TELUS team

Part 1: Overview

What follows captures the core of what we heard: key insights that define the landscape, an executive summary of the findings, and voices directly from Canadians and Americans experiencing AI daily. Together, these elements set the stage for the detailed mapping ahead.

Key insights

Increasing awareness of use
85% of Canadians and **89%** of Americans report having used at least one AI-enabled tool in the past year.

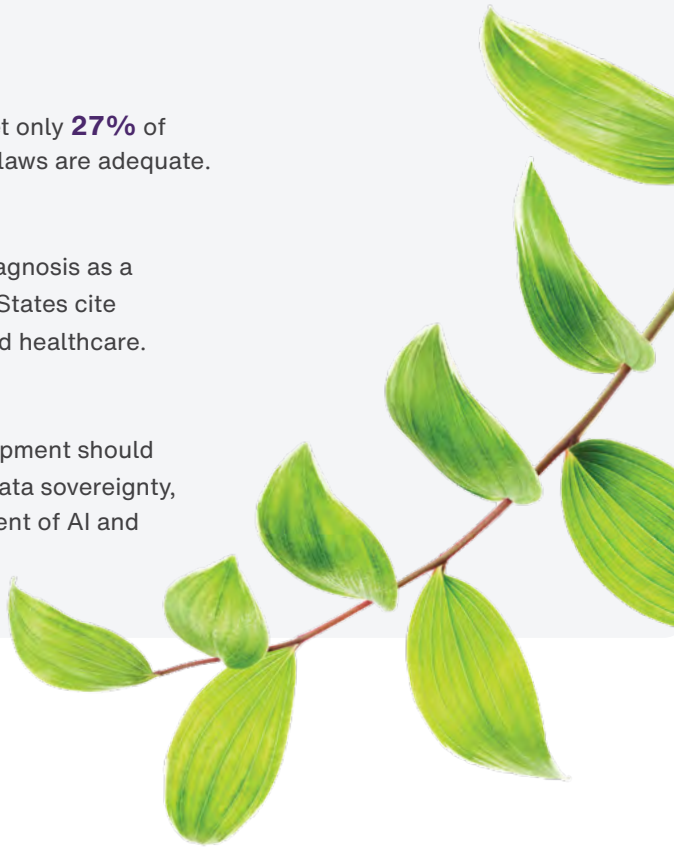
Essential awareness
40% of Canadians and **52%** of Americans feel they can explain AI's benefits and limitations, while **34%** of Canadians and **47%** of Americans feel they know which products and services use AI.

Human oversight
78% of Canadians and **79%** of Americans say it's essential for AI systems to have human oversight, and **60%** in both countries insist this should apply to all AI tasks, regardless of risk level.

Regulation
90% in both countries believe AI should be regulated, yet only **27%** of Canadians and **39%** of Americans are confident current laws are adequate.

Healthcare promise and caution
63% of Canadians and **54%** of Americans see faster diagnosis as a top benefit, but **64%** in Canada and **59%** in the United States cite accountability for mistakes as a key concern in AI-powered healthcare.

Indigenous priorities in Canada
85% of Indigenous respondents in Canada say AI development should be undertaken carefully; core needs include Indigenous data sovereignty, meaningful involvement in the development and deployment of AI and distinctions-based design.



About the data

Statistics found in this report are taken from our Responsible AI research study. This study polled 5,487 Canadian members of Leger's online panel from September 2 to 28, 2025. This figure includes a representative sample of Canadians that matches the census in terms of age, gender, and region, with boosts in demographic groups including women, youth (12–18 years old), Indigenous Peoples, Black women, LGBTQ2S+ individuals, individuals with disabilities, low-income individuals, seniors, immigrant populations (within the past five years) and racialized groups historically underrepresented in Canada (e.g. South Asian, Chinese, Black)*. In the United States, findings are based on responses from 6,109 participants, collected over the same period and using the same methodology as the Canadian survey. The goal is to give voice to a number of perspectives and provide actionable insights for researchers, policymakers, and industry leaders to address specific concerns and needs.

In addition to the primary research study, we conducted three omnibus survey questions with Leger to capture qualitative insights and direct quotes from Canadians and Americans, providing deeper context and personal perspectives on the quantitative findings. The online survey was administered via Leger's LEO panel with 1,540 Canadian residents and 1,011 American residents, all aged 18 and older. The survey was in field from January 9 to 12, 2026, inclusive.

*According to the Government of Canada's mandate on research design, "Underrepresentation refers generally to groups or individuals from groups who, due to both formal and legal restrictions and to systemic barriers, have lacked access to full participation in a given organization, community or discipline."

Executive summary

Artificial intelligence is increasingly shaping decisions across healthcare, education, employment and civic life, yet members of the public are often treated as end-users rather than active participants in the technology. At TELUS, we believe that if AI is going to shape our future, people must be able to shape AI.

For the third consecutive year, we surveyed over 5,400 Canadians and engaged thousands more at events nationwide to understand what trustworthy AI looks like through their eyes. Recognizing that AI is a global challenge shaped by actions and industries across borders, we also gathered insights from over 6,000 Americans for the first time. The findings are clear: trust is earned conversation by conversation, decision by decision.

Currently, only 34% of Canadians trust companies that use AI (up from 32% the year before), but they've outlined how that trust can be won. Strong majorities say their trust would increase if companies reviewed potential harms before release (76%), explained AI use in clear terms (73%), and actively listened to customer input on how AI should be deployed (69%).

Despite differences in the regulatory environments, Americans show similar expectations: 47% of Americans currently trust companies that use AI and 75% say their trust would increase if companies reviewed potential harms before release. Additionally, 77% say their trust would increase if companies explained AI use in an easy-to-understand manner. Finally, 72% want companies to ask for and listen to customer input.

People want to understand what's happening, feel that technology has been built with safety top-of-mind and know their voices matter.

Strong guardrails and visible accountability must rest on a foundation of dialogue and respect, where people are welcomed into the process, not merely informed of outcomes. These findings offer a roadmap for industry, government and civil society toward an AI future that is not only technologically advanced but also deeply human: shaped with people, for people.

In their own words

Numbers alone can't capture the complexity of how people feel about AI. In our cross-border survey of respondents in Canada and the United States, participants were invited to share, in their own words, their fears, hopes, and advice for the people shaping AI's future.

Later in this report (*see Hopes, concerns and the state of public trust in AI, p. 13*), we show that 57% of Canadians and 63% of Americans believe AI can improve quality of life, yet trust in the companies deploying it lags far behind (34% and 47%, respectively). Many respondents are both optimistic and cautious simultaneously, seeing AI's potential to transform healthcare (42% in Canada, 38% in the U.S.), accessibility (40% in both) and education (38% in Canada, 42% in the U.S.), while also voicing concerns about privacy, fairness, job displacement and societal preparedness.

The following quotes put personal voices to the respondents, offering a vivid glimpse into the lived experiences, hopes and fears that define public sentiment.

Biggest hopes about how AI will affect life in the next few years:

> "I believe AI will help us achieve medical breakthroughs in various fields, including cancer research and brain function."

> "Automation of many laborious tasks. Looking up information, consolidating it into a coherent summary and sharing that information. AI should automate these tasks to give society more time to do more things."

Biggest concerns about how AI will affect life in the next few years:

> "Loss of privacy. Loss of trust. Loss of accuracy."

> "My biggest concern is how it will affect my children as they grow and navigate their education and future careers."

One thing to tell AI developers and decision-makers:

> "It needs to be trained more responsibly, with biases and copyright infringements addressed."

> "Be careful we don't lose the human perspective on things."

> "Please understand that for people like me, AI isn't just an abstract tool or an economic metric – it feels like an invisible force that is reshaping the foundation of my career and daily life at a pace I can't control. I need you to prioritize transparency, robust human oversight, and clear ethical boundaries."

> "Do not forget that we are people."

Part 2: Findings

This section maps the current landscape of AI trust in Canada and the United States, from patterns of adoption and levels of understanding, to public sentiment shaped by hopes, concerns and current trust in AI.

It also outlines the measures identified by respondents as essential to building confidence: trust through regulation and governance, and trust through human-centric AI practices. Together, these insights describe where trust stands today and the conditions the public believes are necessary to strengthen it.

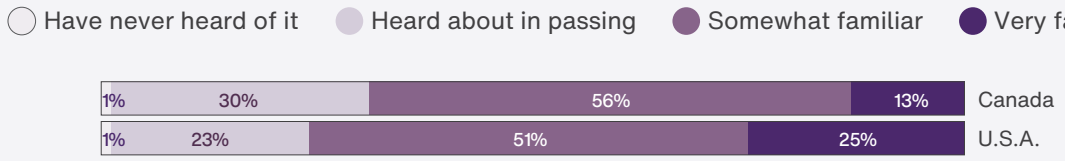
AI adoption and use

Over the past year, AI has moved decisively into the mainstream. In Canada, 85% of people report having used at least one AI-enabled tool in the past year – up from 80% last year – while in the United States the figure is 89%. What was once seen as experimental is now woven into everyday activities, such as information searching, productivity tasks and content creation.

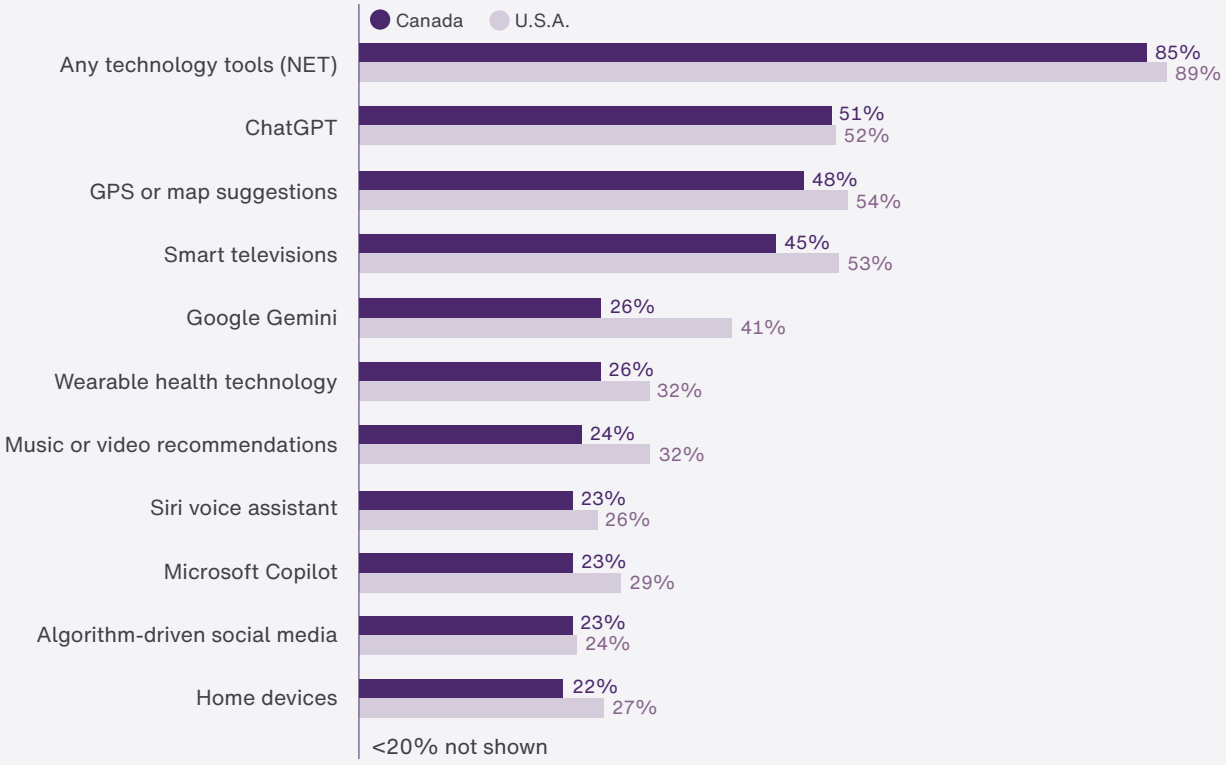
This rise in awareness of AI adoption reflects a new reality in how people relate to technology: AI is no longer a novelty, but an expected part of the digital experience. Usage patterns show deep integration in both countries. Among adopters, reported daily use for personal activities reaches 27% in Canada (up from 24%) and 35% in the United States, with work-related daily use at 22% (up from 19%) and 28%, respectively. Weekly engagement is even more pronounced, with 52% of Canadians and 61% of Americans reporting use of AI for personal activities, and 40% and 47%, respectively, doing so for work-related tasks at least once a week. These figures indicate that AI has shifted from experimental to essential, playing a consistent, ongoing role in daily routines.

Among those who have not yet adopted AI – 15% in Canada and 11% in the United States – the barriers are strikingly similar: a perceived lack of need (39% Canada, 36% U.S.) and concerns about privacy or security (35% Canada, 33% U.S.) remain the most frequently cited reasons. These challenges point to a shared truth: continued growth in AI adoption will depend not only on advancing technological capabilities, but also on addressing relevance, trust and confidence in its use.

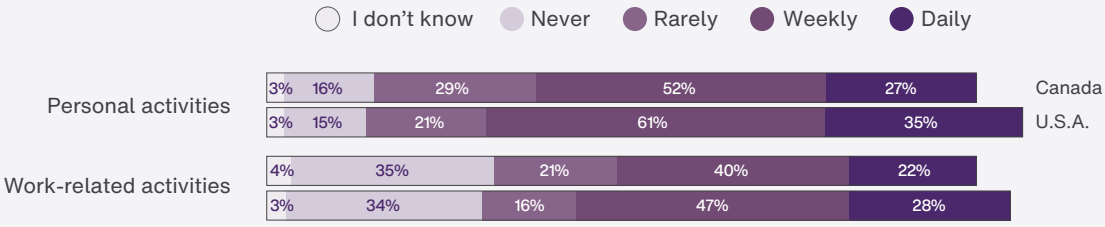
How familiar are you with AI and its current applications? Base: all



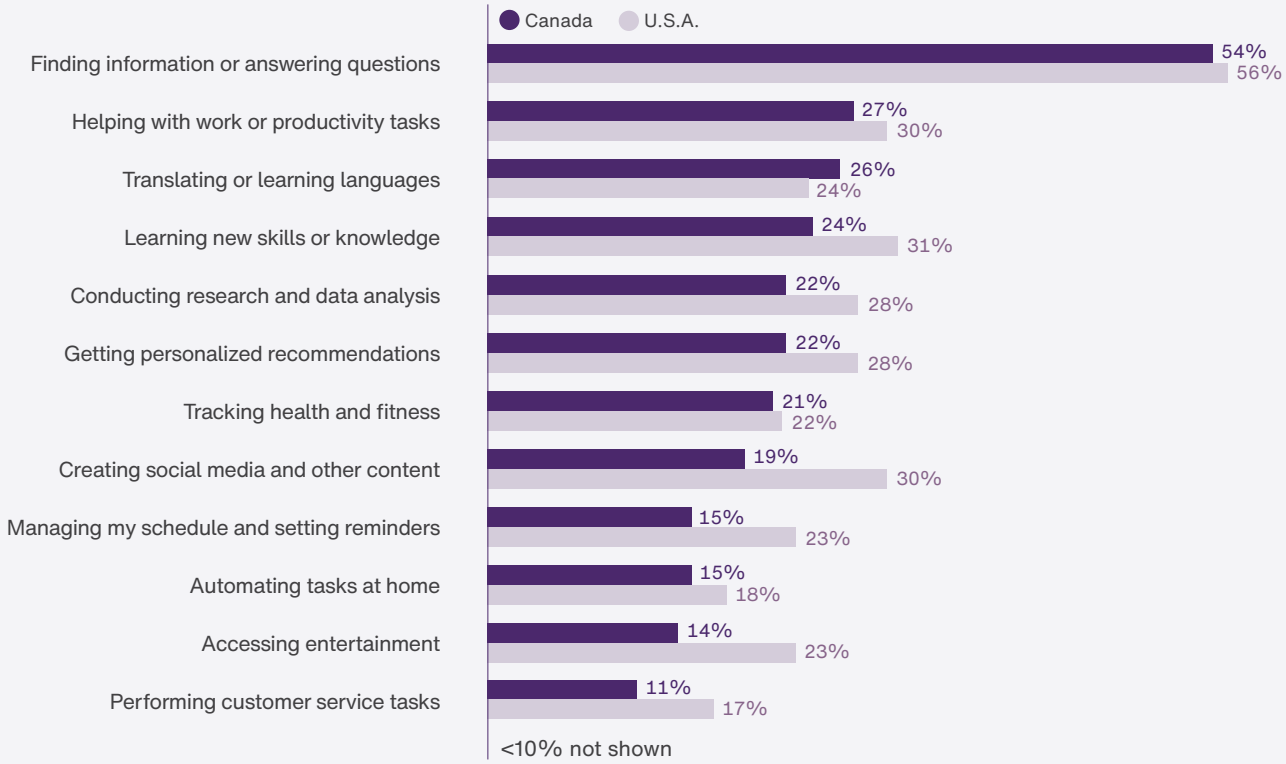
Below is a list of technology tools that use or incorporate AI features. Have you used any of the following in the past 12 months? Base: all



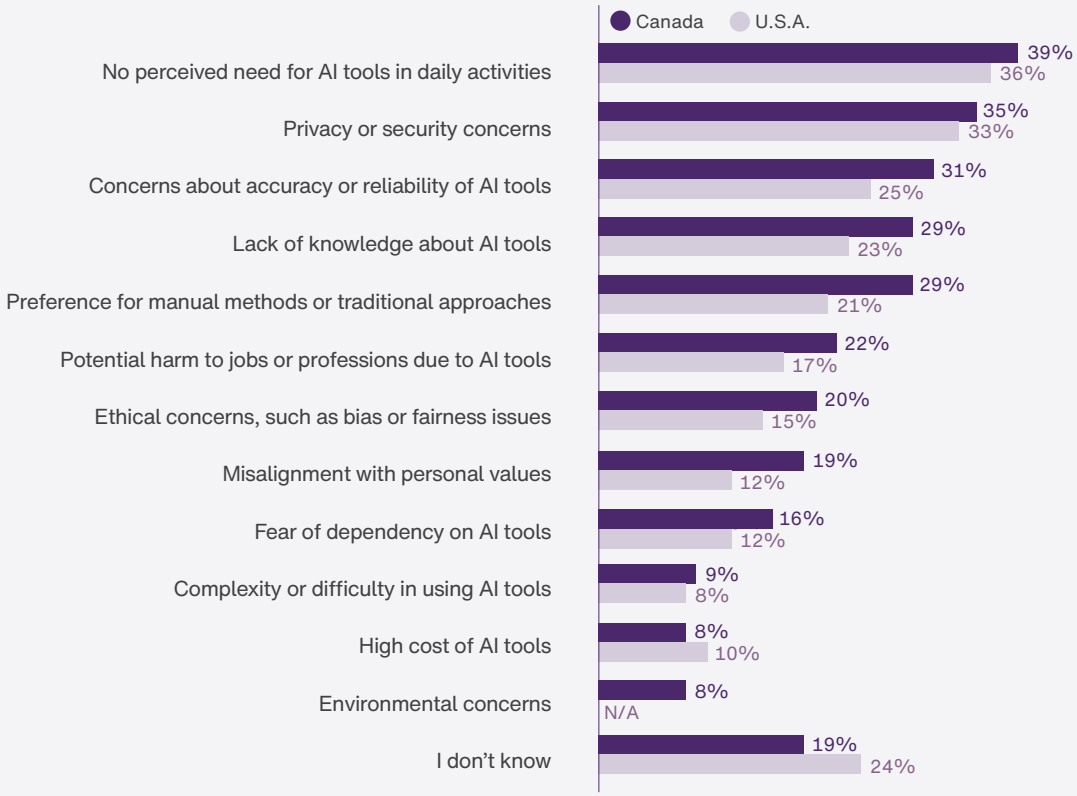
How frequently do you rely on AI tools to assist with tasks or decisions in your daily life? Base: AI users



Which of the following tasks or activities do you primarily use AI tools for?
Base: AI users



What are the reasons you do not use AI tools for tasks or decisions in your daily life?
Base: non-AI users



Literacy and understanding

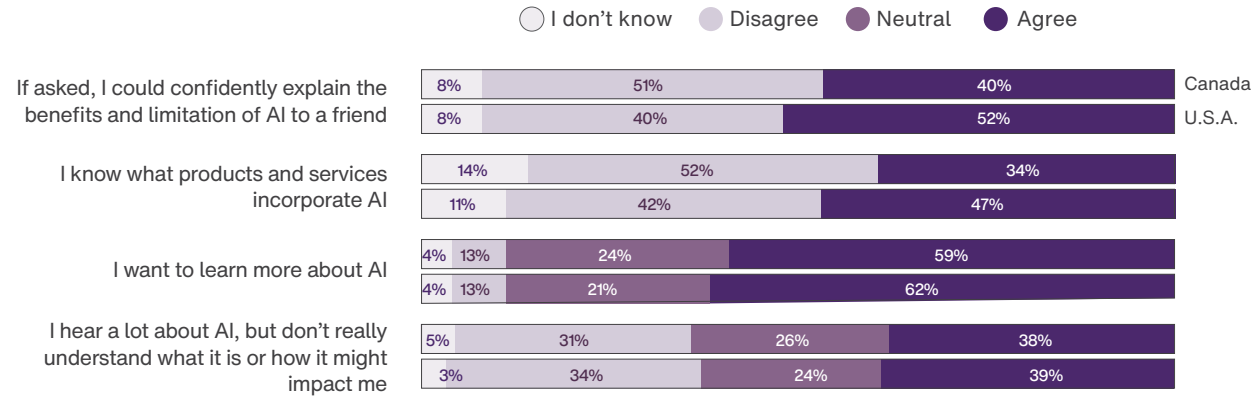
While AI adoption jumped by five per cent in Canada, the ability to critically understand AI barely moved. In Canada, only 40% can confidently explain AI's benefits and limitations (up from 38%), and just 34% know what products use AI (on par from last year at 34%). In the United States, 52% say they can explain AI's benefits and limitations, and 47% know what products and services incorporate it. This means usage – 85% in Canada and 89% in the United States – far exceeds understanding, leaving a gap where people use technology even if they don't feel confident in critically evaluating it.

This literacy deficit can have real consequences. Without it, people cannot make informed decisions, assess claims, recognize privacy risks, or confidently use AI tools. They risk missing AI's most powerful benefits, like improved healthcare, boosted productivity and greater accessibility – through tools like screen readers, real-time captioning, and translation – because they don't know what's possible, how to do it safely or when to question outputs.

59% of Canadians and 62% of Americans say they want to learn more about AI, indicating a willingness and curiosity to become more engaged digital citizens.

Data and AI Literacy is the ability to create, collect, manage, evaluate and apply data and AI, in a critical and ethical manner. Put simply, it is the ability to read, write and comprehend data and AI.

To what extent do you agree or disagree with the following statements?
Base: all



Hopes, concerns and the state of public trust in AI

People aren't divided between enthusiasm and fear – most hold both simultaneously.

Public sentiment toward AI is currently split between optimism for the technology and skepticism for its creators. While 57% of Canadians (up from 54% last year) and 63% of Americans believe AI can improve quality of life, only 34% and 47%, respectively, trust the companies using it. This gap is a defining feature of public sentiment: optimism tempered by caution and a willingness to embrace innovation paired with insistence on stronger safeguards.

There is real optimism in both countries: in Canada, 42% believe AI can do the most good in healthcare, 40% in accessibility and inclusion, 38% in education and 37% in business productivity. In the United States, education (42%) tops the list of potential benefits, alongside strong support for business productivity (41%), accessibility (40%) and healthcare (38%). Yet concerns emerge from these very same places. Improved healthcare raises data privacy questions, AI-enabled learning sparks fears of overreliance and productivity gains sit alongside worries about job displacement, misinformation and fairness.

People aren't divided between enthusiasm and fear – most hold both simultaneously. 57% of Canadians believe AI can improve quality of life, while 76% agree it poses serious risks that society isn't prepared to address (up from 70%). In the United States, the balance is similar: 63% believe AI can improve quality of life, yet 72% say it poses serious risks. They want healthier lives, fairer systems and efficient services, but not at the expense of agency, equity or trust. Their hopes and concerns reflect a focused desire for technology that elevates the human experience while protecting core values. For more personal perspectives on these statistics, see *In their own words* (p. 7-8), where Canadians and Americans speak directly about their fears, hopes and calls to action for AI's future.

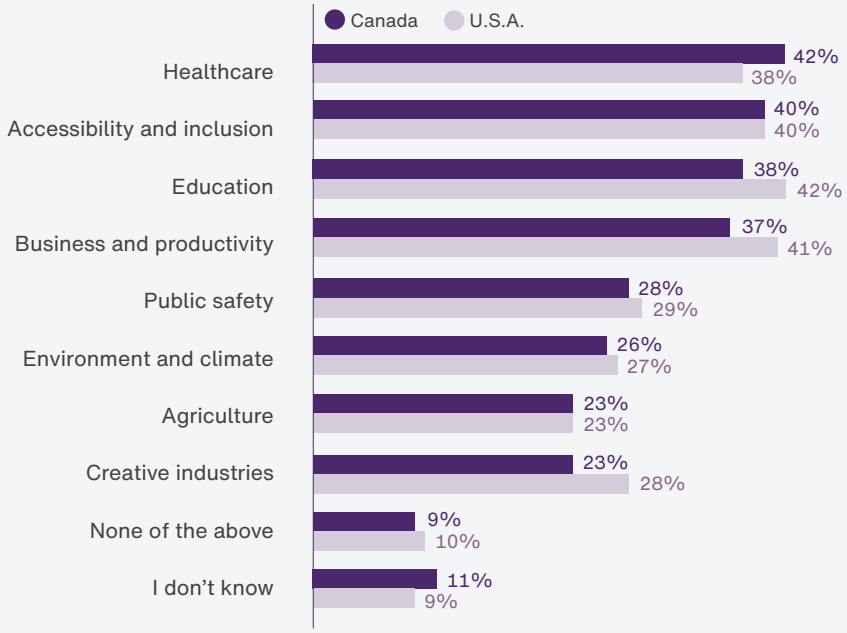
> "I hope AI will dramatically improve healthcare by enabling earlier and more accurate personal diagnoses and personalized treatment plans, which could help me and my family proactively manage our long-term health."

> "My biggest concern is lack of personal privacy."

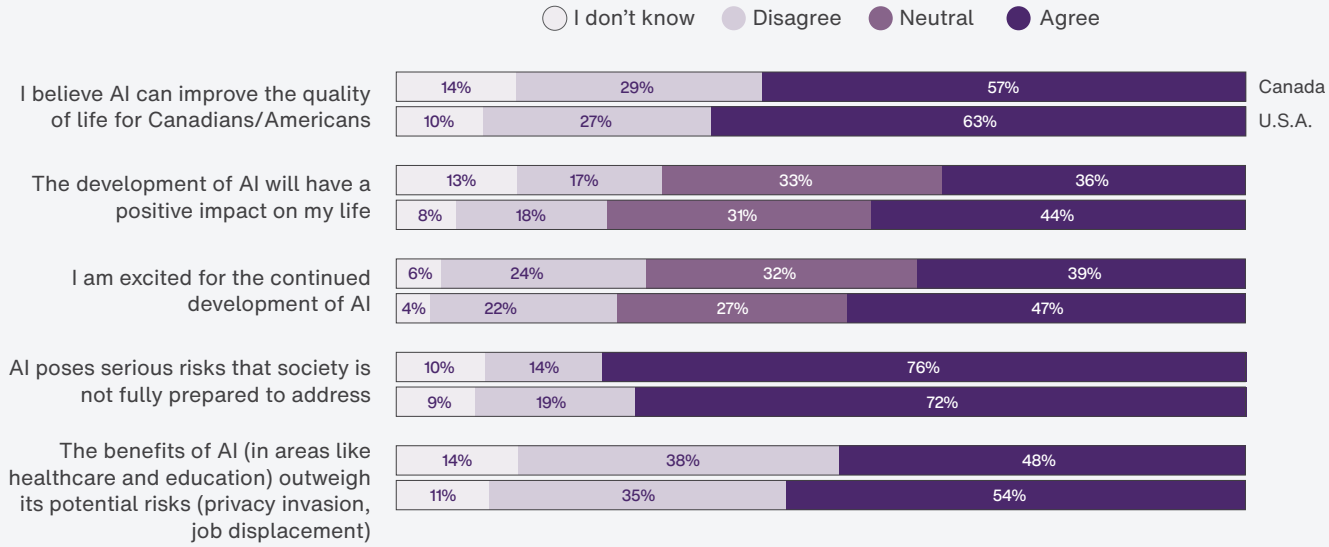
> "[I] don't know enough about [AI] to trust it."

> "We are hopeful for benefits but fearful for lack of human interaction and possible privacy and hacking risks."

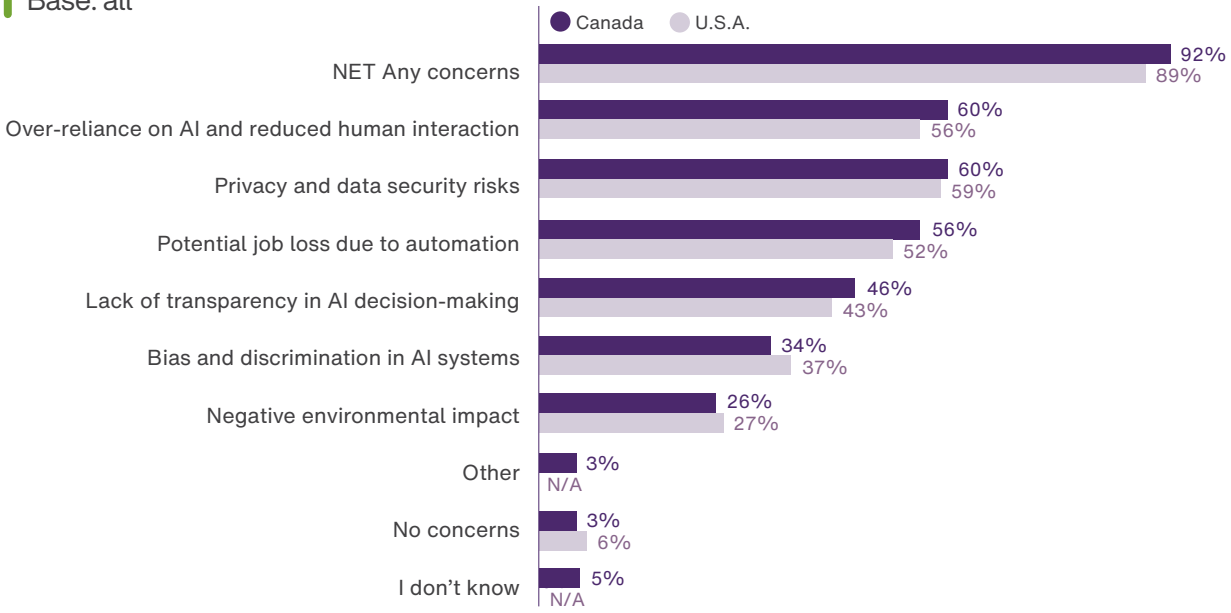
Which of the following areas do you think AI could do the most good in?
Base: all



To what extent do you agree or disagree with the following statements?
Base: all

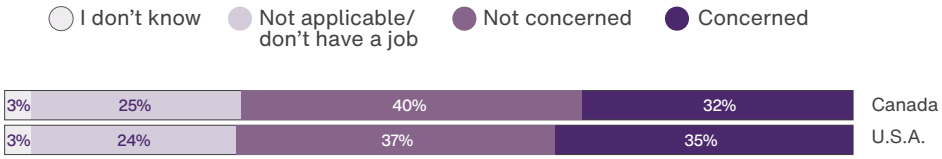


What concerns, if any, do you have about the role of AI in Canadian or American society?*
Base: all



*Respondents answered about their own country (e.g. Canadians answered about Canadian society, Americans about American society).

To what extent are you concerned or not concerned about the potential that your job may be replaced by AI?
Base: all



Trust through regulation and governance

Canadians and Americans speak with near unanimity: AI must be regulated and built ethically. 90% in each country believe regulation is important, and two-thirds in each country (66%) say it's very important. Yet, confidence in current laws remains low. Only 27% of Canadians (up from 23% last year) and 39% of Americans feel they are adequate to address AI concerns, with a mere 4% of Canadians and 13% Americans feeling “very confident.”

The data suggests a need for a collaborative approach. In Canada, most say government agencies (65%) should be primarily responsible for ensuring the ethical use of AI, followed by independent regulatory bodies (53%). In the United States, government agencies (56%) and independent regulatory bodies (50%) top the list, with private corporations ranking far lower in both countries (21% Canada, 30% America), reflecting a shared desire for stronger alignment between industry action and public interest.

Sovereign AI

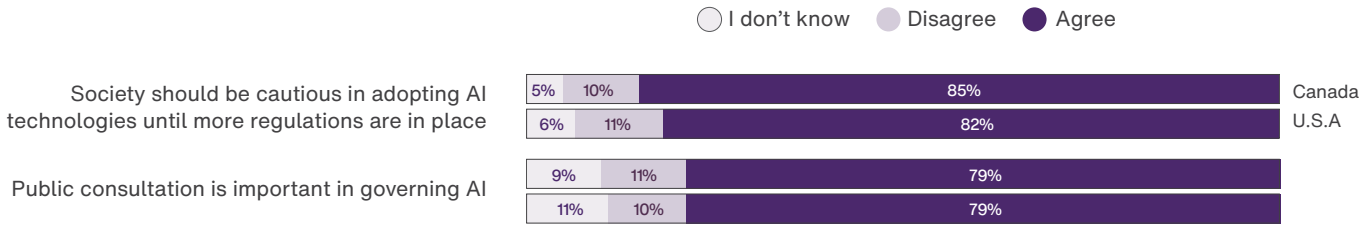
Alongside calls for stronger oversight, Canadians express clear support for domestic AI development. Half (50%) are supportive of companies building their own AI in Canada, and a majority (53%) want their government to actively support companies in doing so. Notably, 45% say they trust companies that work with AI made in Canada more, compared to the 34% of Canadians who trust companies that use AI generally, suggesting that domestic development is meaningful for building trust.

While cross-border collaboration remains essential to addressing global AI challenges, sovereign capacity ensures Canada can set its own standards, protect citizen data under Canadian law and maintain meaningful oversight over the systems shaping Canadian lives.

TELUS recognizes the need for cross-sector, multidisciplinary collaboration to move forward in trust globally, which is why collaboration sits at the heart of our approach to responsible AI.

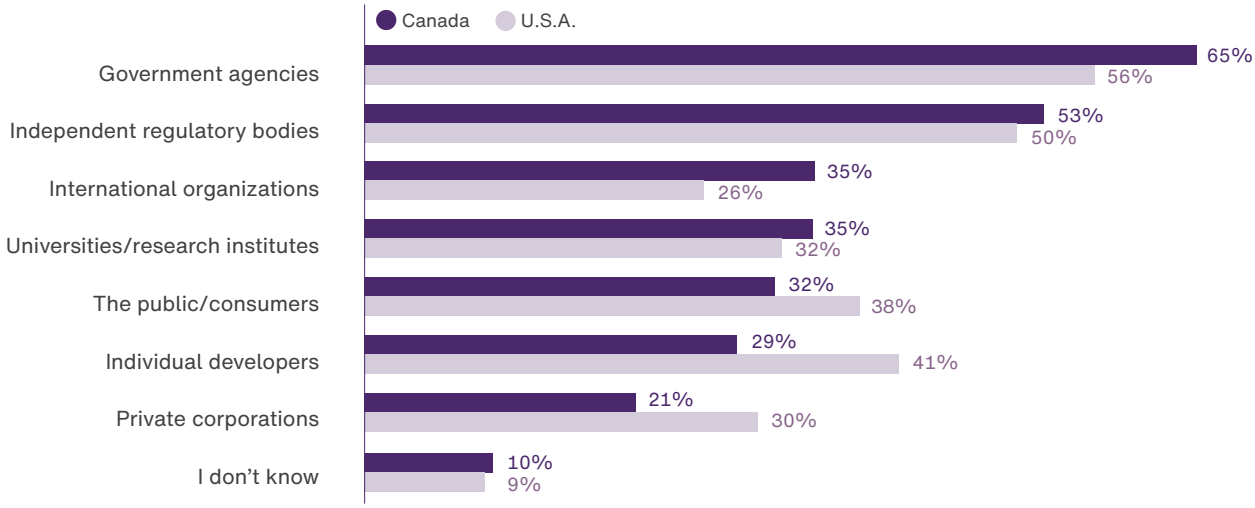
Examples include participation in the Hiroshima AI Process (HAIP) Reporting Framework and the National Institute of Standards and Technology (NIST) AI Safety Consortium. TELUS also works alongside Canadian research institutions like the Alberta Machine Intelligence Institute (AMII), Mila and the Vector Institute to advance AI safety and trustworthiness.

To what extent do you agree or disagree with the following statements?
Base: all

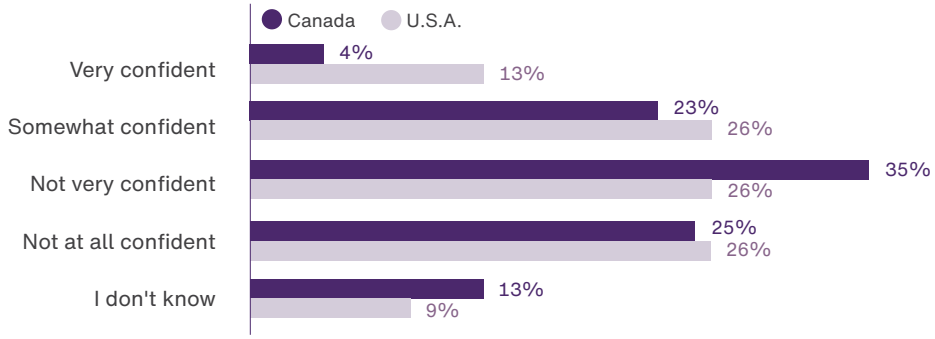


How important do you think it is for AI technology to be regulated?
Base: all

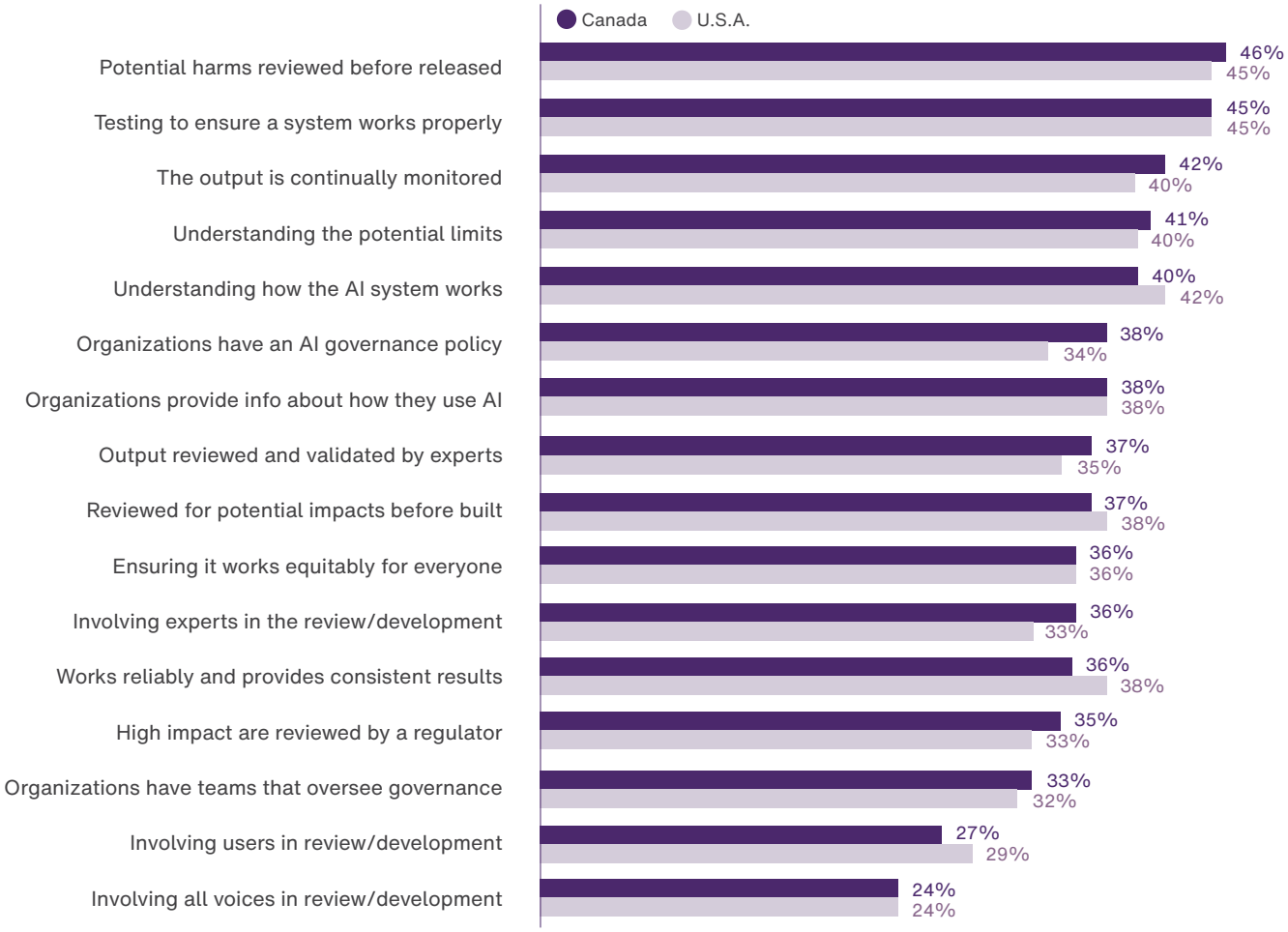
In your opinion, who should be primarily responsible for ensuring ethical use of AI?
Base: all



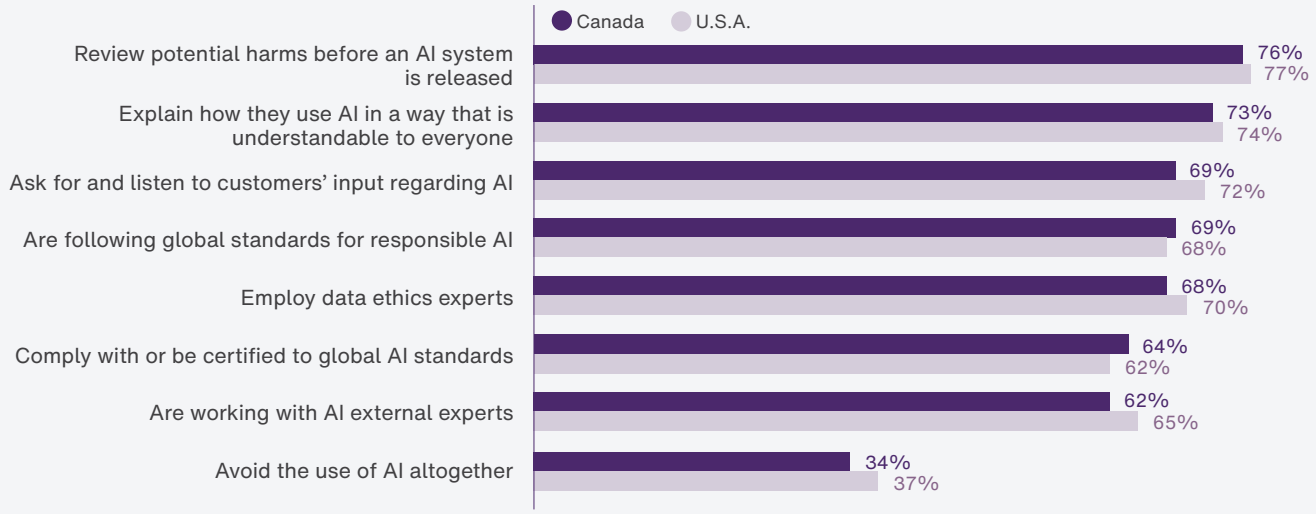
How confident are you that the current laws and regulations in your country are adequate to address AI concerns. Base: all



Which of the following are important when governing AI? Base: all



What percentage of people are willing to trust companies that do the following:
Base: all



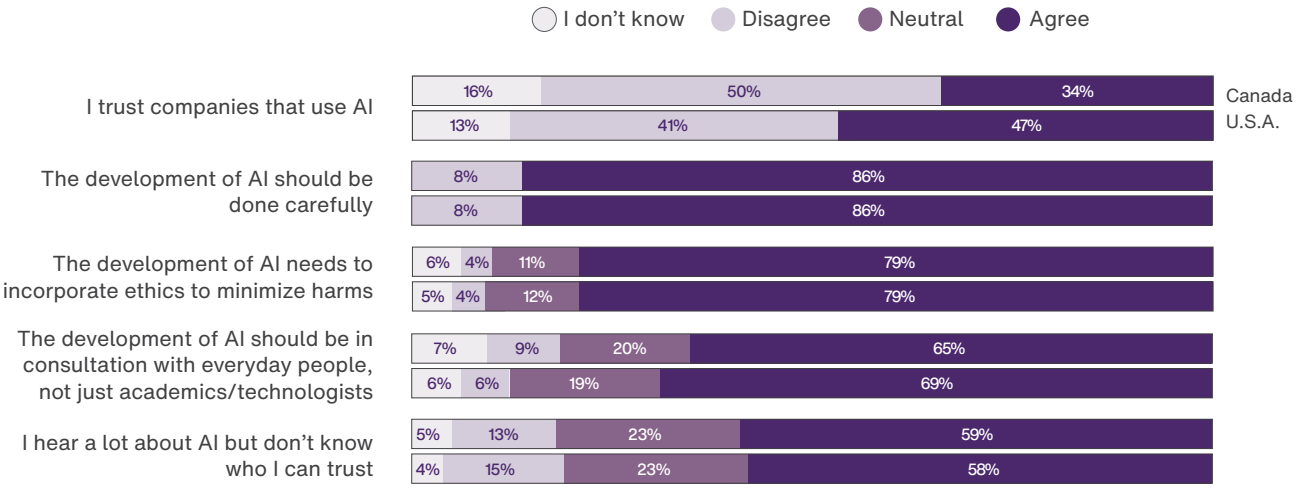
Trust through human-centric AI practices

Trust-building begins with understanding. Respondents want to know when AI is being used, how decisions are made, what data is collected, and how it's safeguarded. Transparency is foundational, with 73% of Canadians and 74% of Americans more willing to trust companies that explain their AI use in terms they can understand.

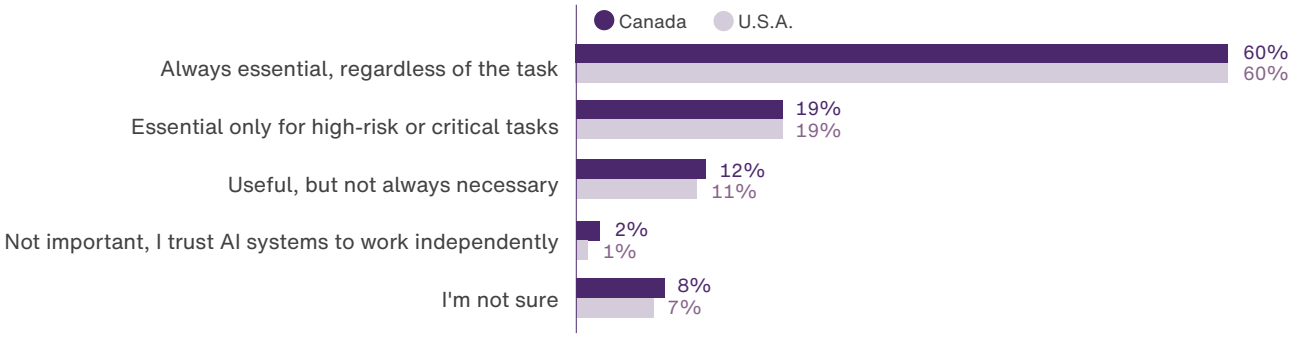
Beyond transparency, people expect meaningful accountability, with clear lines of responsibility, ongoing human oversight and assurance that systems are monitored for fairness, accuracy and safety. Here, too, safety and accountability drive trust: 76% in Canada and 77% in the United States say they are more willing to trust companies that actively review AI systems for potential harms.

This desire for accountability extends beyond technical safeguards to the underlying principles guiding AI development. Respondents want systems that are tested, monitored, and governed by accountable humans, with 79% in both countries saying the development of AI needs to incorporate ethics to minimize harms.

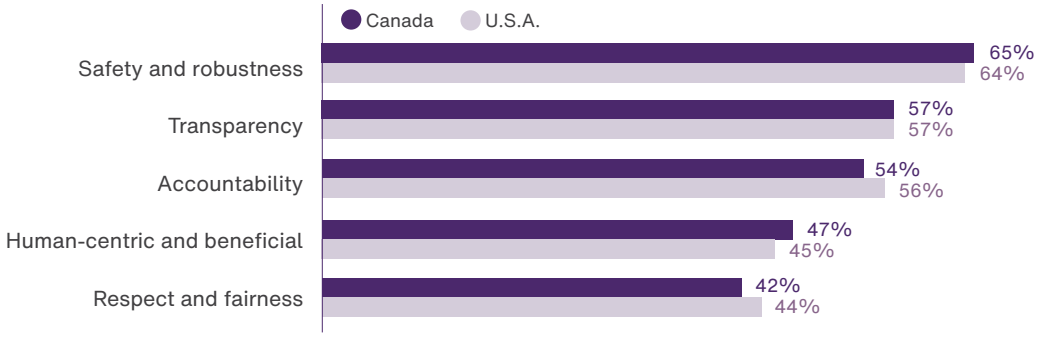
To what extent do you agree or disagree with the following statement?
Base: all



How important is it for AI systems to have human oversight to ensure they are trustworthy?
Base: all



What principles are important to you for how AI works?
Base: all



Part 3: Trust in context

Trust in AI is not experienced in the abstract; it is shaped by how users experience it in their lives. In this section, trust is examined in healthcare, where adoption is accelerating in high-stakes environments that demand safety, accuracy and human oversight. It is also explored through Indigenous perspectives in Canada, where meaningful participation in AI development and governance requires approaches that reflect cultural values, sovereignty and community priorities.

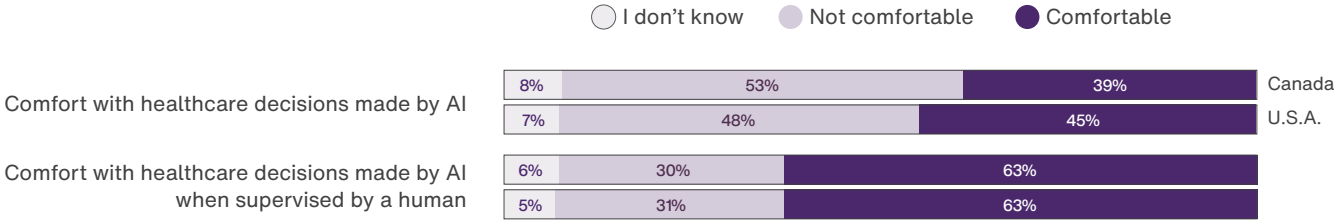
Healthcare

For many, healthcare represents both the most promising and the most sensitive areas for AI adoption. The benefits feel tangible: in Canada, 63% say faster diagnosis is a top potential advantage, 61% highlight improved accuracy in treatment and 52% value increased access to care. In the United States, improved accuracy (60%) and faster diagnosis (54%) lead the list, alongside strong expectations for lowered healthcare costs (38%). People can clearly imagine how AI might help reduce wait times, eliminate barriers to care and assist with diagnostics, ultimately supporting clinicians in providing more personalized, human care.

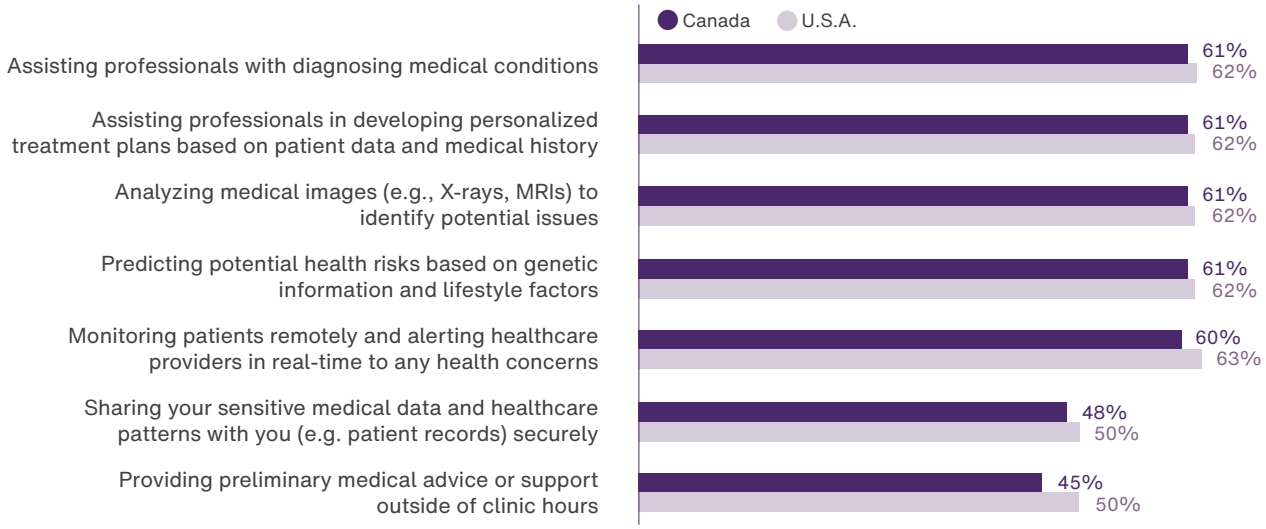
At the same time, healthcare is where concerns become most sharply defined. In Canada, 64% cite accountability for mistakes as a top issue, 60% are concerned about privacy and data security risks, and 58% worry about losing humanity or empathy in care delivery. In the United States, the concerns are similar, with 59% concerned about accountability, 57% concerned about privacy and 59% concerned about the lack of humanity and empathy. Because these tools intersect with personal health information, high-stakes decisions and moments of profound vulnerability, the expectations for safety, transparency and accountability are high. Canadians and Americans want AI to support clinicians, not replace them. They want technology that improves care without compromising privacy, fairness or the human relationships at the heart of the healthcare experience.

As healthcare systems navigate rising demand and resource constraints, AI offers meaningful opportunities to augment capacity and unlock new forms of support. But respondents are clear – progress must be pursued carefully, transparently and with patient experience at its heart.

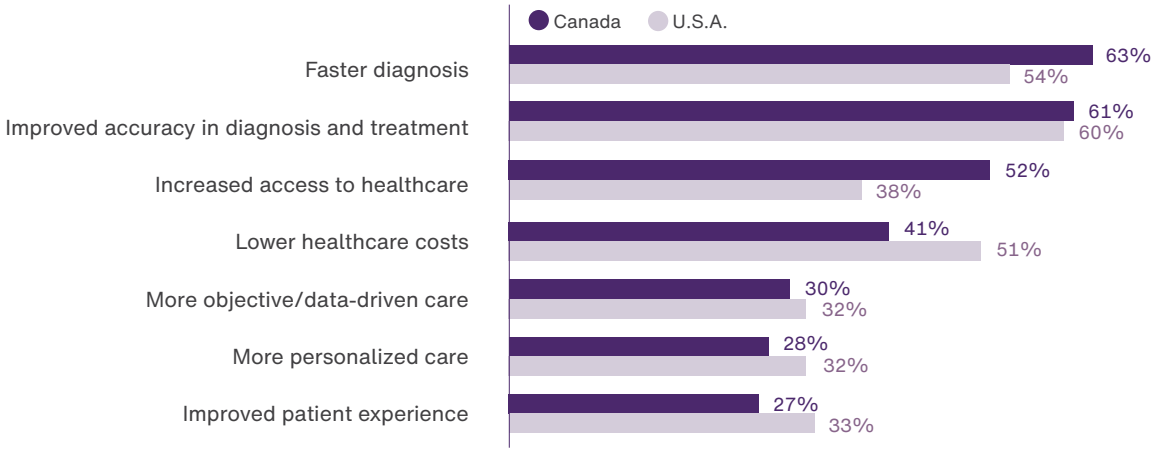
What is your comfort level with the following? Base: all



Below are a series of examples where AI may be used in healthcare. Please indicate how comfortable or uncomfortable you would be to pursue healthcare services that involve AI in the following scenarios. Base: all



What potential benefits of AI in healthcare are most important to you? Base: all



What concerns, if any, do you have about the use of AI in healthcare?
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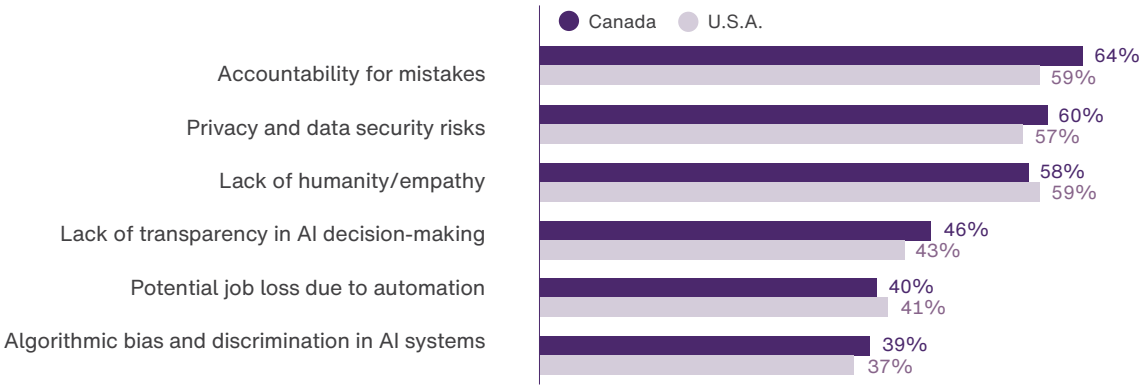
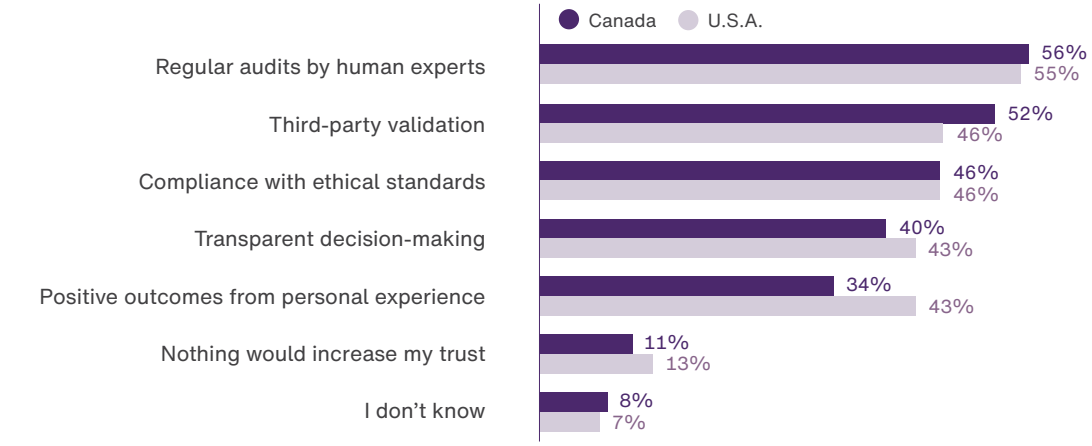


What factors, if any, would increase your trust in AI-powered healthcare solutions?
Base: all



Indigenous perspectives in Canada

TELUS continues to engage with First Nations, Inuit and Métis Peoples in Canada to understand how AI can be developed and used in ways that reflect their values, protect their rights and support their self-determined priorities.

The engagements we held – through workshops, surveys and collaboration with the TELUS Indigenous Advisory Council – affirm that meaningful participation must go beyond the surface. It requires co-creation, where Indigenous voices shape the standards, safeguards and outcomes of AI systems from the start.

Perspectives from Indigenous Peoples: survey insights

Our 2025 national survey heard from 401 Indigenous respondents (58% First Nations, 4% Inuit, 41% Métis)*:

- 87% of Indigenous respondents report having used AI in the past 12 months
- 39% say they know what products and services incorporate AI
- 41% say they could confidently explain the benefits and limitations of AI to a friend
- 85% believe AI development should proceed carefully
- 90% have at least one concern about the role of AI in Canadian society

*Respondents were able to self-identify as Indigenous. Percentages are not mutually exclusive and may sum to more than 100%.

The Indigenous perspectives represented here are from Indigenous Peoples in Canada, including First Nations, Inuit and Métis Peoples. As a Canadian company, TELUS' reconciliation commitments are reflective of the Canadian context as established by the 94 Calls to Action from the Truth and Reconciliation Commission.
The qualitative recommendations in this section were developed in collaboration with Indigenous Peoples in Canada and reflect their specific perspectives and experiences. We acknowledge that Indigenous Peoples in the United States and worldwide have their own distinct perspectives and contexts that, though currently beyond the scope of this report, are equally important.

Principles for action: embedding Indigenous intelligence in AI

Hummingbird | Milita'j
Artwork by Tracey Metallic,
Listuguj Mi'gmaq First Nation

Insights from workshops with Indigenous Peoples in Canada led by Two Worlds Consulting were presented at the 2025 Institute of Electrical and Electronics Engineers (IEEE) International Humanitarian Technology Conference, identifying three interconnected principles that organizations should follow when developing and deploying AI:

Respect data sovereignty

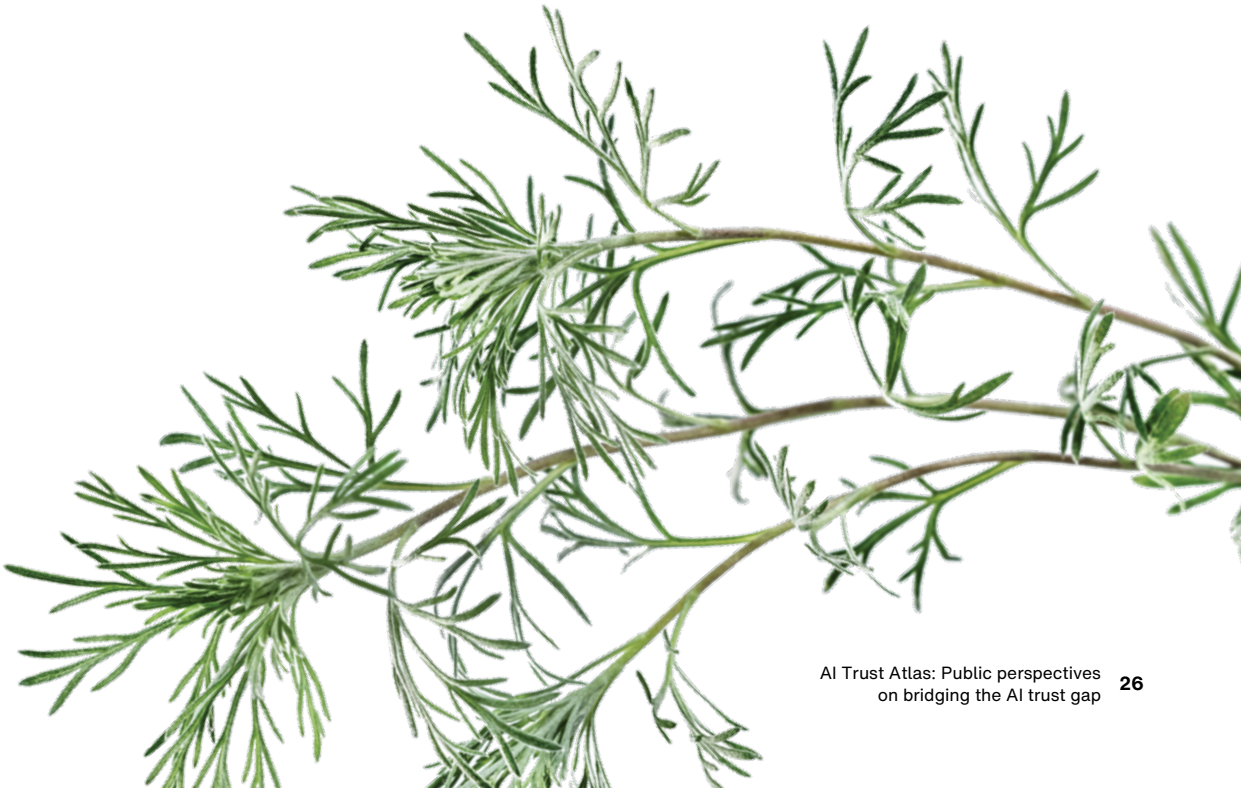
Indigenous Peoples hold the right to govern their own data - how it is collected, stored, used and shared. Frameworks such as OCAP® (Ownership, Control, Access and Possession) and the CARE Principles (Collective Benefit, Authority to Control, Responsibility and Ethics) provide actionable pathways to respect this sovereignty.

Include Indigenous Peoples across the AI lifecycle

Active participation from conception to governance is essential. This involves AI education and digital literacy training with Indigenous Peoples, and direct community involvement in model development to ensure ethical grounding and outcomes that are more accurate, relevant, respectful and beneficial to those communities.

Apply a distinctions-based approach

AI must reflect the distinct cultures, governance systems, and perspectives of First Nations, Inuit and Métis Peoples. Relying exclusively on Western frameworks risks erasing Indigenous worldviews and perpetuating systemic bias. Recognition of distinctiveness is key to more equitable AI.



Our actions in 2025

In 2025, TELUS advanced its commitment to embedding Indigenous perspectives into our data ethics and AI strategy by turning dialogue into action. Building on engagements from 2023 and 2024, we worked alongside the TELUS Indigenous Advisory Council and partners such as pipikwan pêhtâkwan to bring Indigenous intelligence directly into the design and governance of AI.

Partnerships played a pivotal role. Working with PLATO, an Indigenous-owned and operated software testing company, we "purple-teamed" our AI tools, testing them rigorously against our data ethics principles to ensure they meet the commitments we have made to Indigenous communities. With Shani Gwin, descendant of Michel First Nation, Métis Nation of Alberta member and Founder and CEO of pipikwan pêhtâkwan, we explored how AI can prioritize data sourced directly from Indigenous communities and help detect and correct anti-Indigenous bias.

In July 2025, TELUS, pipikwan pêhtâkwan and wâsikan kisewâtisiwin brought these insights to the global stage at the United Nations AI for Good Global Summit in Geneva. The workshop, "Crafting ethical AI with Indigenous intelligence," was the sole session at the Summit to examine AI through an Indigenous lens. This milestone signaled that Indigenous voices are not peripheral to AI innovation; they are central to shaping equitable, future-ready technologies.

Purple teaming is a collaborative security and bias testing process that combines offensive (red team) and defensive (blue team) approaches to identify and address vulnerabilities in AI systems.

Read the 2025 Indigenous Reconciliation and Connectivity report at telus.com/**Reconciliation**

Workshop hosts Marissa Nobauer, TELUS' Director of Reconciliation and Community Engagement; Jesslyn Dymond, TELUS' Director of AI Governance and Data Ethics; and Shani Gwin, CEO of pipikwan pêhtâkwan and a member of the TELUS Indigenous Advisory Council.

Part 4: Looking ahead

The landscape charted in this report reveals both the challenges we face and the path forward. Guided by what we've heard, this section outlines what must change and how TELUS is working to build AI that earns trust through action.

Recommendations

With AI adoption growing and technology advancing, our challenge is to ensure that this momentum leads to a future that is compassionate, accountable and human.

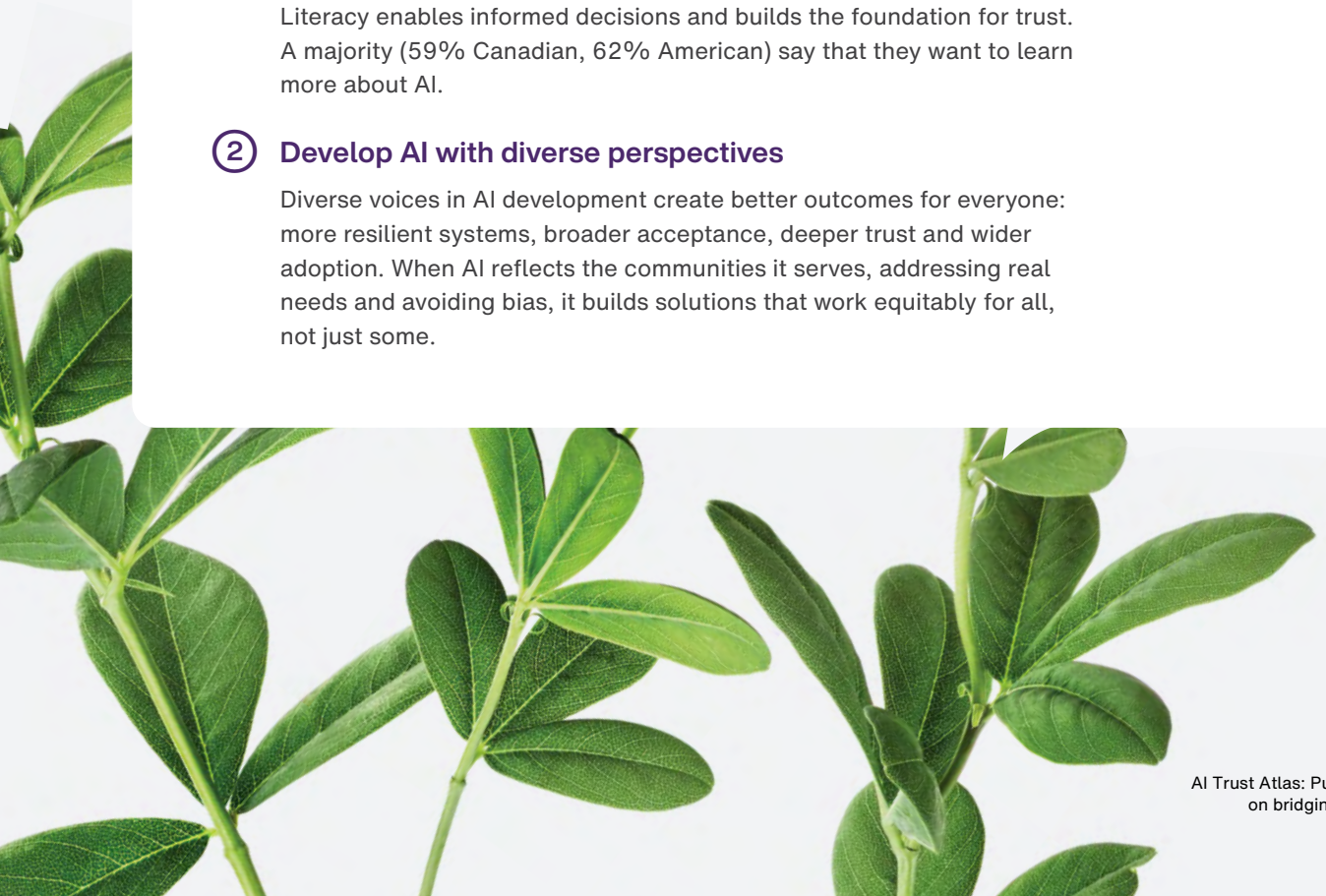
The following recommendations translate this vision into concrete actions. Each addresses a critical dimension of human-centric innovation, guiding our collective approach to AI so it evolves in ways that reflect shared values, safeguard public well-being and inspire confidence.

1 Address the AI literacy gap through people-first education

AI adoption (reported at 85% Canada, 89% the U.S.) has outpaced understanding (40% in Canada and 52% in the U.S. can explain the benefits and limitations). This knowledge-action gap prevents people from using AI safely, critically evaluating outputs, or accessing its full benefits. Literacy enables informed decisions and builds the foundation for trust. A majority (59% Canadian, 62% American) say that they want to learn more about AI.

2 Develop AI with diverse perspectives

Diverse voices in AI development create better outcomes for everyone: more resilient systems, broader acceptance, deeper trust and wider adoption. When AI reflects the communities it serves, addressing real needs and avoiding bias, it builds solutions that work equitably for all, not just some.



3 Keep ethics and human oversight at the helm of AI decision-making

With only 34% in Canada and 47% in the United States trusting companies that use AI, building confidence requires concrete action. This means pairing transparency – disclosing when AI is used, how decisions are made and how data is protected – with meaningful accountability through human oversight, ongoing monitoring, proactive harm assessment and ensuring humans remain responsible for outcomes. By prioritizing these practices, organizations can bridge the trust gap and demonstrate that AI serves people, not the other way around.

4 Take a multi-stakeholder approach for responsible innovation

No single entity can address AI's challenges alone. Government, industry, academia, civil society and communities must collaborate to create governance frameworks, ethical standards and shared accountability that protect citizens, while enabling innovation.

TELUS' approach to responsible AI

TELUS is guided by five core principles that inform every data and AI decision we make, extending into the design, deployment and governance of artificial intelligence. In 2025, we brought these values to life through concrete actions and measurable outcomes.

Human-centric and beneficial

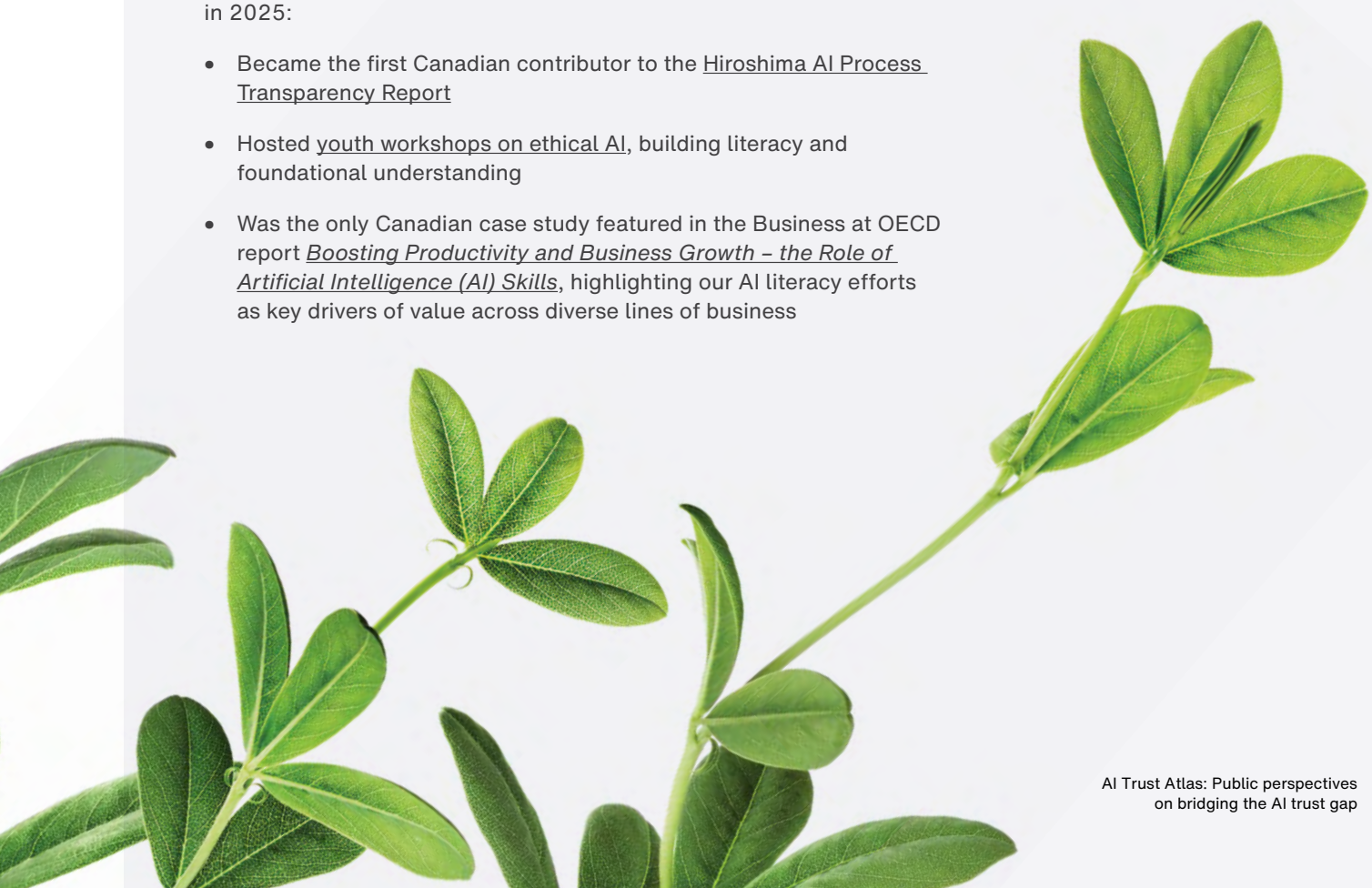
AI should improve lives and serve human needs. What this looked like in 2025:

- Partnered with Indigenomics to launch IndigenomicsAI, an economic intelligence platform built within TELUS' Sovereign AI Factory to advance Indigenous economic growth
- Published peer-reviewed research on Indigenous involvement in AI to advance field knowledge
- Spoke on the UN AI for Good panel *Transforming telecoms with AI and ML*

Transparent

People deserve to understand how AI affects them. What this looked like in 2025:

- Became the first Canadian contributor to the Hiroshima AI Process Transparency Report
- Hosted youth workshops on ethical AI, building literacy and foundational understanding
- Was the only Canadian case study featured in the Business at OECD report *Boosting Productivity and Business Growth – the Role of Artificial Intelligence (AI) Skills*, highlighting our AI literacy efforts as key drivers of value across diverse lines of business



Fair and respectful

AI systems must work for everyone. What this looked like in 2025:

- Surveyed over 5,000 Canadians and 6,000 Americans, with boosted samples for underrepresented groups to ensure their voices were heard
- Hosted a workshop on involving Indigenous voices on the global stage
- Contributed to global initiatives, such as UN AI for Good, G7 Business and other international forums

Safe and robust

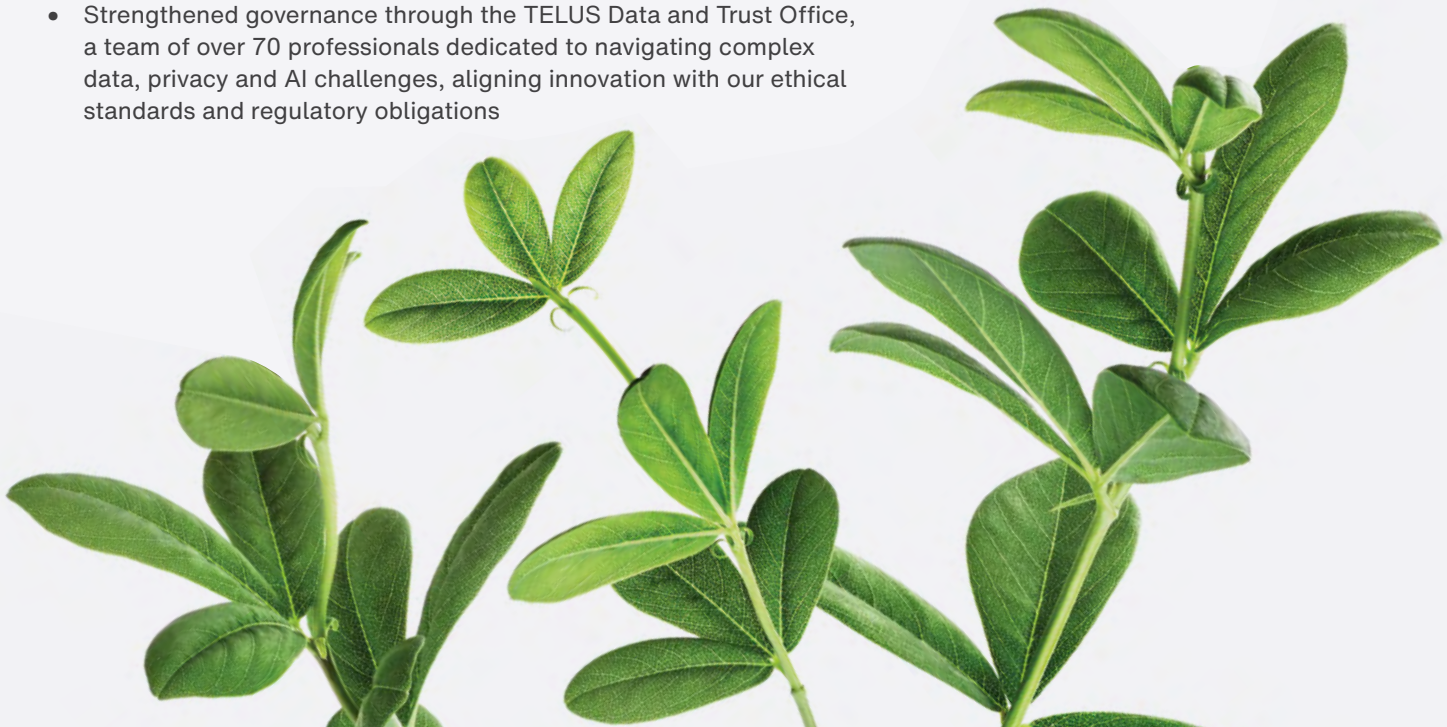
AI must be reliable, secure and trustworthy. What this looked like in 2025:

- Developed a comprehensive AI policy to guide all AI initiatives
- Earned a OneTrust Innovation Award for our Data Enablement Plan, an innovative approach to human-centric data and AI governance and risk mitigation
- Conducted purple-team testing to verify AI systems against our data ethics and safety standards
- Developed Responsible Agentic AI guidelines to help teams build secure, responsible agentic AI solutions

Accountable

There must be clear ownership and responsibility for AI outcomes. What this looked like in 2025:

- Trained 600+ data stewards across business units to embed responsible practices
- Strengthened governance through the TELUS Data and Trust Office, a team of over 70 professionals dedicated to navigating complex data, privacy and AI challenges, aligning innovation with our ethical standards and regulatory obligations

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