



EMPOWERING ALL TOWARD
INCLUSIVE GROWTH

OR Responsible Artificial Intelligence Program

2026



A Structured Approach to Enterprise AI Governance

OR recognizes Artificial Intelligence (AI) as a key technological driver to enhance operational efficiency, optimize business processes, and support data-driven decision-making across our value chain. In expanding our digital capabilities, the organization acknowledges that the integration of advanced technologies must be accompanied by rigorous corporate governance to mitigate associated risks. Consequently, a comprehensive oversight framework has been established to ensure that AI adoption strictly adheres to ethical standards, transparency, and accountability, thereby safeguarding data security and maintaining long-term stakeholder trust.

1. Introduction

Artificial Intelligence (AI) has rapidly evolved and been widely adopted across business sectors to enhance operational efficiency, management practices, and decision-making processes. However, the deployment of AI introduces complex risk dimensions, including but not limited to:

- Data Integrity & Accuracy: Risks surrounding the reliability, validation, and precision of algorithmic outputs.
- Algorithmic Transparency & Fairness: Potential biases in automated decision-making processes that could impact equity.
- Intellectual Property & Cybersecurity: Vulnerabilities related to intellectual property infringement and evolving digital security threats.

These challenges directly influence the confidence and trust of our directors, executives, employees, contractors, agents, representatives, outsourced service providers, business partners, and stakeholders.

2. Policy Objective

To proactively mitigate these operational risks, PTT Oil and Retail Business Public Company Limited (OR) has established this Artificial Intelligence Usage Policy. This Policy provides a comprehensive governance framework driving the design, development, implementation, and long-term system oversight of all AI technologies.

By institutionalizing this framework, the organization guarantees that AI deployment remains:

- Ethical & Transparent: Prioritizing fairness and clear accountability in every digital interaction.
- Legally Compliant: Operating in full alignment with applicable national and international regulations.
- Value-Driven: Delivering sustainable, trusted value to our entire stakeholder ecosystem.

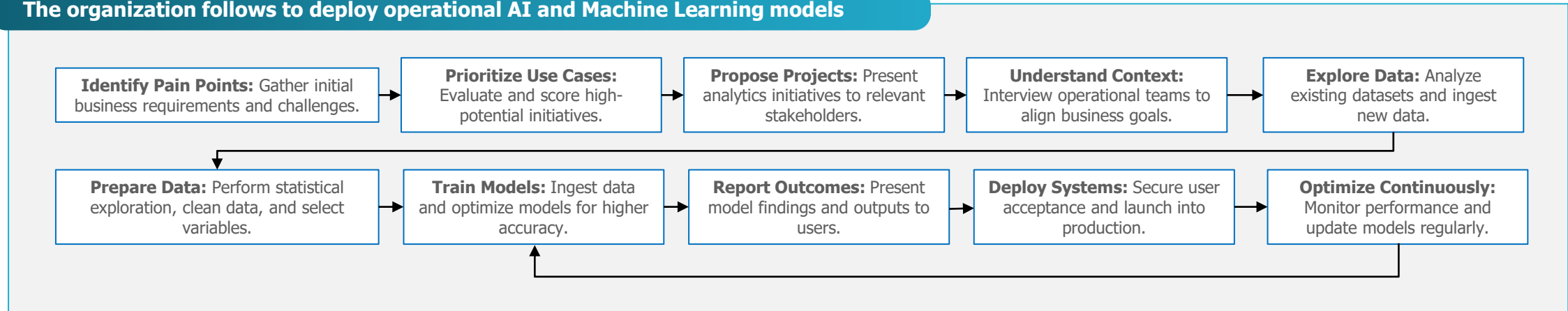
For further details, please access the official AI Usage Policy via this URL: https://www.pttor.com/wp-content/uploads/2026/07/OR_AI-Usage-Policy_ENG.pdf

Access Control and Governance for Advanced Analytics and AI/ML Capabilities

To mitigate ethical and privacy risks, the organization enforces a strict governance framework and structured workflow controls for all types of Advanced Analytics (AI/ML), particularly high-risk models processing sensitive data. The control process is managed through a comprehensive workflow developed by our dedicated system development unit, consisting of four core pillars:

- **Authorization Process:** Every request to access or deploy Advanced Analytics (AI/ML) requires formal approval from authorized executives and the development unit.
- **Role-Based Access Control (RBAC):** System access is strictly limited to approved personnel based on their specific roles and responsibilities. The development unit oversees and controls this throughout the entire lifecycle.
- **Auditability & Logging:** All data processing activities and system utilization are securely logged (Log Management) to ensure complete auditability and retrospective verification.
- **Compliance & Legal Oversight:** The development and implementation of any AI model must obtain official clearance and endorsement from relevant governance and legal compliance units.

The organization follows to deploy operational AI and Machine Learning models



Use Case / Practical Implementation:

Under this governance framework, the "Intelligence Station" project utilizes AI capabilities via CCTV cameras to identify customer vehicle data within service stations. This deployment strictly follows our authorized system controls, managed directly by the development team, and is subject to regular compliance audits to safeguard privacy and maintain public trust.

Enterprise AI Governance Framework: Continuous Monitoring, Ethical Fairness, and User Redress Mechanisms

To ensure long-term reliability and mitigate the risks of model drift or performance degradation, the organization implements a systematic monitoring and corrective action framework tailored to different AI categories, overseen by dedicated operational units.

1. Predictive and Advanced Analytics (AI/ML) Models

For traditional AI/ML and predictive models, a data-driven monitoring cadence is enforced:

- **Performance Logging:** Operational logs and performance metrics are continuously collected and analyzed via monthly review cycles.
- **Model Improvement Trigger:** If a model's accuracy falls below the pre-established key performance threshold, the responsible team reviews the model and initiates the model improvement process, including retraining and updating the model with relevant data as necessary to restore performance to organizational standards.

2. Generative AI Models

For Generative AI applications, where outputs are non-deterministic, the organization utilizes a dual-track quality assurance strategy to detect and correct drift:

Track 1:

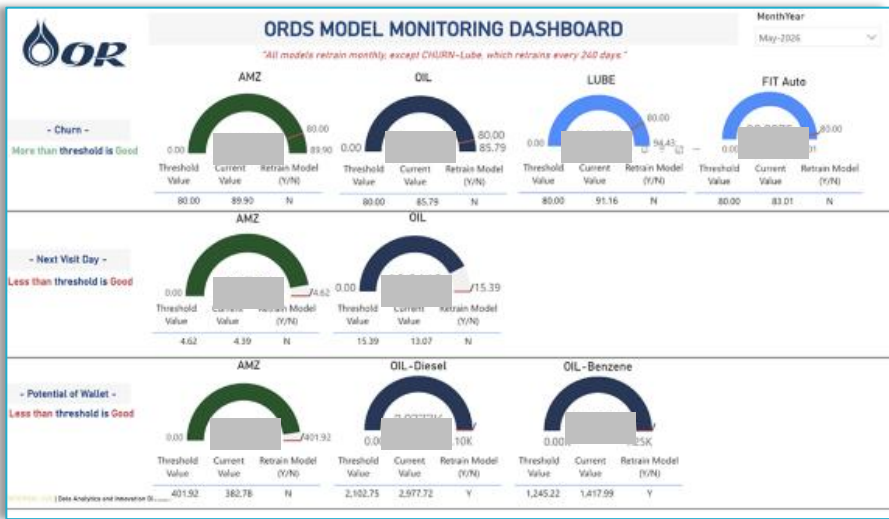
Proactive Evaluation & Automated Testing

- **Standardized Testing:** Custom benchmark test cases are deployed to validate the accuracy and relevance of generative outputs.
- **Quality Threshold Monitoring:** Outputs are evaluated against strict model thresholds, focusing on confidence scores and general quality metrics.
- **Prompt Engineering & Fine-Tuning:** Optimization is performed through localized prompt fine-tuning to realign the model with established quality thresholds.

Track 2:

User-Driven Feedback & Optimization

- **Continuous Feedback Loops:** Direct interface channels are provided for end-users to flag incorrect answers or submit qualitative feedback.
- **Performance Diagnostics:** User feedback is cross-referenced with confidence scores and answer-quality metrics to isolate degradation trends.
- **Targeted Remediation:** Remedial prompt fine-tuning is executed to address identified gaps and ensure continuous alignment with performance benchmarks.



(AI Model Performance Logging Dashboard)

The organization enforces a rigorous governance and evaluation framework to guarantee transparency, equity, and fairness across all deployed Artificial Intelligence and Machine Learning models. By systematically preventing algorithmic bias and promoting ethical outputs, our model development and assessment protocols are structured as follows:

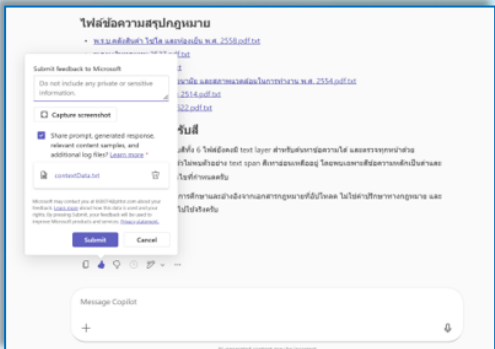
1. Predictive and Advanced Analytics (AI/ML) Models

- **Unbiased Data Sampling:** During the development phase, statistical principles are applied to ensure a fair and balanced distribution of sample data. This approach eliminates demographic or operational bias while optimizing model outcomes for maximum business efficacy.
- **Continuous Performance & Fairness Audits:** Model outputs are continually verified against established corporate threshold criteria. The development unit maintains proactive consultation loops with relevant business units to evaluate practical effectiveness. If recalibration or retraining is required, the system re-executes the unbiased statistical sampling process to ensure subsequent models remain fair and objective.
- **Customized Review Cadence:** To sustain alignment with fairness standards over time, each specific model is assigned a mandatory evaluation schedule based on its operational risk profile (e.g., quarterly or annual reviews).

2. Generative AI Models

Currently, the organization does not utilize fully automated, machine-driven Generative AI outputs to directly offer products or services to external customers. Every production level output is subject to mandatory **human in the loop validation** prior to use. However, to proactively address fairness and bias within our internal Generative AI ecosystems (such as "ORora"), the following principles are embedded by design:

- **Ethical Data Filtering:** Prior to the internal deployment of any GenAI model, rigorous data curation is performed to incorporate only verified, accurate, and non-biased reference data. Personal Data specifically Sensitive Personal Data is explicitly restricted and excluded from training parameters to eliminate discriminatory patterns.
- **Robust Data & AI Governance Integration:**
 - **Granular Role-Based Controls:** Access controls are tightly governed using Role-Based Access Control (RBAC). Data utilization is limited strictly to its authorized purpose, backed by a formalized, multi-tiered approval process from data owners.
 - **Automated Guardrail Deployment:** Specialized algorithmic guardrails are integrated into the pipeline to block the generation of inaccurate data, harmful content, hallmarked fabrications, or biased outputs, ensuring objective and equitable interactions.
- **Coordinated Output Quality Reviews:** In tandem with technical development teams, the organization executes scheduled output reviews (e.g., quarterly or annually) specifically customized to the risk level and application scope of each GenAI model.



(Feedback Mechanism for AI-Generated Outputs)

The organization is committed to maintaining accountability, trust, and transparency in its AI operations. To ensure that AI-driven decisions and outputs can be effectively contested, validated, and optimized, structured appeals and feedback mechanisms have been established for both users and internal stakeholders:

1. Predictive and Advanced Analytics (AI/ML) Models (Stakeholder Appeal Protocol)

For business-critical predictive models, a pre-deployment consultation and contestation workflow is enforced to protect affected business entities:

- **Pre-Deployment Consultations:** Upon generating outputs from Advanced Analytics (AI/ML) models, the development unit presents and reviews these findings directly with the respective business units to verify real-world accuracy and equity.
- **Business-Driven Redress & Recalibration:** If a business unit flags a discrepancy, contests a model outcome, or provides constructive feedback, the model is routed back to the development pipeline. It undergoes performance tuning and parameter adjustments to align perfectly with business realities prior to final production deployment.

2. Generative AI Models (User-Facing Appeals Protocol)

For enterprise-level Generative AI platforms, a direct, user-friendly feedback mechanism serves as the primary gateway for users to challenge or contest AI-generated outputs:

- **Interactive Feedback Interface:** While utilizing Enterprise AI Chat tools, users can instantly contest or appeal any unsatisfactory or potentially flawed answer via a dedicated embedded Feedback Component (Agree/Disagree).
- **Systematic Outcome Resolution:** Once an output is contested or feedback is logged, the system executes a dual-step remediation process:
 - Performance Diagnostics: Technical teams cross-examine the contested response against established model thresholds, analyzing metrics such as confidence scores and answer quality.
 - Targeted Model Refinement: The model undergoes prompt fine-tuning and structural alignment to ensure subsequent generations fulfill strict quality thresholds and mitigate future inaccuracies.

OR is actively conducting comprehensive feasibility studies and mapping our current internal operations against global benchmarks. The organization is systematically designing and refining its Data & AI Governance architectures to ensure full compliance with international standards, laying a robust foundation for future official certifications and long-term digital trust.

Transparency and Labeling of AI-Generated Content

Transparency and Labeling of AI-Generated Content



The organization prioritizes transparency and accountability in the deployment of Artificial Intelligence. To ensure users can clearly distinguish AI-generated outcomes and make informed choices, distinct labeling and disclaimers are actively integrated into our enterprise-wide Generative AI platforms, including:

- **Microsoft Copilot for Business Operations:** Utilized for daily operational tasks such as automated document drafting and comprehensive meeting summaries the platform features a highly visible system disclaimer stating, **"AI-generated content may be incorrect,"** prompting users to verify outputs prior to operational application.
- **"ORora" (Proprietary Enterprise GenAI platform):** Developed specifically to process data within the organization's unique context, this internal platform proactively informs users of its AI nature. Every generated outcome displays a dedicated disclosure: **"ORora may make mistakes. Please verify important information,"** ensuring that employees remain accountable for the final verification.

Through these proactive notifications and real-time interface labeling, the organization fosters an environment of digital trust, preventing misinformation and ensuring that human oversight remains central to all AI-assisted tasks.

เปิดไฟล์ PowerPoint: Cafe_Amazon_Cup_Campaign_Ideas.pptx

เป็นไฟล์ .pptx พร้อมใช้งาน/แก้ไขต่อได้เลยครับ มีทั้งหมด 12 สไลด์ สรุปไอเดีย Campaign ใหม่สำหรับ Café Amazon Cup Campaign ครับ.

ลองใช้กับ PowerPoint

ช่วยทำ Executive pitch deck แบบ C-level

เพิ่ม mockup poster แต่ละ campaign

AI-generated content may be incorrect

AI-Generated Content Warning Label on Copilot Interface

ดาวน์โหลดแอป blueplus+

ใช้สำหรับสะสมและรับสิทธิ ทุกโปรโมชั่น

สมัครสมาชิก Café Amazon Rewards

ฟรี! เป็นเงื่อนไขหลักของทุก โปรโมชั่น

รับสะสม Baby Cup Mission

สิทธิ์มีจำนวนจำกัด และปิด วันที่ 31 พ.ค. นี้

หมายเหตุ: Baby Cup มี 3 สี ได้แก่ สีเขียว สีครีม สีชมพู — ของแถมมีจำนวนจำกัด ควรตรวจสอบกับสาขาก่อนกดแลกสิทธิ์ค่ะ

จาก 13 แหล่งที่มา 7

ถามอะไรก็ได้

ORora อาจทำผิดพลาดได้ ดังนั้นควรตรวจสอบอีกครั้ง

Accuracy Disclaimer and Verification Label on ORora Interface

Employee Capacity Building and Training on Ethical AI Utilization

Human Capital Development: Digital and AI Transformation at OR



OR is dedicated to evolving into an Innovative Learning Organization, with a strategic focus on upskilling and reskilling its workforce in AI and automation to enhance organizational competitiveness and employee well-being

Continuous Awareness and Knowledge Management

OR promotes a culture of continuous learning and efficient AI application through integrated communication channels

- **Communication Series:** The AI & Data CoE Communication series regularly shares AI success stories and "Quick-win" use cases to inspire employees



AI BOOTCAMP 2025 and Practical Innovation

Organized under the OR | TECH SPARK initiative, the AI BOOTCAMP 2025 served as a catalyst for developing automation prototypes and practical AI solutions

- **Task Optimization:** Implementing GenAI as a tool for automated work scheduling and supporting unbiased, data-driven decision-making
- **OR Customer Landscape:** Developed specialized dashboards for the Oil, Café Amazon, and EV businesses, providing executives with rapid, high-level consumer insights
- **Intelligent Station Project:** Modernizing gas stations by integrating AI-powered processing with CCTV systems to analyze customer data for service improvement



These initiatives underscore OR's commitment to future-proofing its workforce and building a solid foundation for further expansion in TechSpark 2026

Example of 2025 AI Training Programs for OR Employees

In 2025, OR implemented a comprehensive AI training curriculum for employees at all levels, utilizing systematic pre- and post-training assessments to ensure effectiveness. Example of key programs include:

- **AI Fundamental:** Provided foundational knowledge on **Generative AI** theory, practical application, and ethics. Post-training results showed knowledge scores increasing to **91%** (from an initial 49%)
- **AI for Marketing:** Focused on using AI for marketing strategy, content creation, and consumer data analysis, achieving a post-test score of **96.9%**



(Examples of Corporate AI Training Curriculums for Executives and Staff)

Quantification of AI Impact on Sustainability and Carbon Footprint Assessment



“Cup Return Project”



“Personalize Campaign”

The “Cup Return” Project utilizes AI technology to automatically identify, and count returned PET beverage cups at participating Café Amazon stores, enabling accurate tracking of collection and recycling performance. The project supports the circular economy by encouraging consumer participation and ensuring recyclable packaging is effectively recycled. **In 2025, the project collected and recycled 1.8 million PET cups, resulting in a reduction of 31.3 tons of waste and 107.71 tCO₂e in GHG emissions**, providing measurable evidence of its contribution to waste reduction, resource recovery, and circular economy objectives.

In addition, OR utilizes **AI Customer Recognition technology** to better understand the service usage patterns of Blueplus+ members at PTT Station locations. The insights obtained are analyzed to enhance marketing communications and deliver benefits and promotions that are more relevant to customers' needs and preferences, enabling a more personalized and seamless customer experience.

In doing so, OR recognizes and respects customers' privacy rights and human rights, and conducts all activities in accordance with applicable personal data protection requirements, data governance frameworks, and relevant laws and regulations.



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INCLUSIVE GROWTH**

OR เติมเต็มโอกาส เพื่อทุกการเติบโต ร่วมกัน

*Harnessing OR
competencies to support,
fulfill, and elevate*

*Sustainable growth
with Living Community,
Healthy Environment, and
Economic Prosperity*

*Moving forward with
strong determination and
leaving no one behind*

*6 groups of
OR stakeholders*