

Responsible AI at Retresco

Responsible use of NLP and Generative AI technologies

Retresco is one of the leading providers of automated analysis, generation, structuring and distribution of content. Our mission: to capture, process and automate the most fundamental cultural technique in the world – human language. Since 2008, we have been supporting companies worldwide in transforming and streamlining their language-based business processes using Artificial Intelligence.

As a pioneer in Natural Language Processing (NLP) and Generative AI, we develop forward-looking AI projects at the intersection of linguistics, computer science and data science. In doing so, we combine technological innovation with social responsibility – creating AI solutions that are powerful, transparent and ethically grounded.

Why Responsible AI?

At Retresco, “Responsible AI” stands for a conscious and accountable approach to Artificial Intelligence – from development and deployment to continuous optimisation. Our goal is to build AI systems that are transparent, fair and trustworthy, and that align with ethical principles, regulatory requirements and societal expectations. Especially in the field of Generative AI – and large language models (LLMs) such as GPT, Claude or Gemini – new challenges arise:

These models are trained on vast datasets that may contain societal biases or distortions. As a result, automatically generated content may unintentionally reflect skewed representations or discriminatory patterns. That’s why we rely on a multi-stage quality process: All automatically generated and published content is subject to editorial and content review by expert teams. This ensures that the results meet our high standards for quality, transparency and ethics.

What Retresco Stands For

As an AI company, we bear responsibility – technologically, economically and socially. Our work is based on clear values and principles that form the core of our corporate culture: **Transparency, accountability, responsibility and value-driven action.**

We shape Artificial Intelligence based on the key pillars of responsible technology development:

- **Fairness** – AI should not disadvantage anyone.
- **Transparency** – our systems are explainable and understandable.
- **Responsibility** – we take ownership of the entire lifecycle of our AI projects.
- **Safety** – protecting data, information and people is central.
- **Inclusion** – diversity strengthens our perspectives and outcomes.
- **Accountability** – we stand behind the impact of our technologies.

This enables our clients to harness the full economic potential of AI in a responsible and sustainable way.



Expertise & Competence

Retresco combines academic expertise with practical experience from over 15 years of AI development. Our interdisciplinary teams – spanning linguistics, computer science, data science and communication – create innovative solutions with measurable value.

We see technological excellence and ethical responsibility not as opposites, but as mutually reinforcing foundations for sustainable success.

Innovation & Responsibility

Ethical action arises between people – not through algorithms alone. That's why we prioritise human oversight, diverse perspectives and transparency in all our projects.

Our teams continuously reflect on the impact of their work to ensure fair, safe and future-oriented use of AI. Perspective shifts, feedback and open communication form the basis of responsible innovation.

Our Principles for Responsible AI

1. We take responsibility for the impact and outcomes of our AI-based technologies.
2. Our AI applications serve the common good and avoid political or societal bias.
3. We develop and implement AI neutrally within its application context.
4. We do not promote discriminatory statements or actions – directly or indirectly.
5. We ensure data quality and transparency in data usage, and recommend only trustworthy sources.
6. We communicate openly about the opportunities and risks of Generative AI. For fully or partially automated content, we recommend clear labelling:
 - a. "Automatically generated with Retresco" or
 - b. "Partially automatically generated with Retresco"

Retresco GmbH
Grünberger Straße 44a
10245 Berlin