



POLICY

Artificial Intelligence

2025

Introduction

At Emplifi we are committed to leveraging the power of AI technology responsibly and ethically. As a SaaS provider utilising AWS and Azure infrastructure, we recognize the profound impact of AI on businesses and society.

This document outlines our commitment to responsible AI practices, ensuring that our use of generative AI aligns with ethical standards and promotes positive outcomes for our customers and the broader community.

Ohad Hecht, CEO



1. Ethical use of generative AI

We pledge to use generative AI technology in ways that are ethical, transparent, and aligned with our core values.

Each employee is bound by a code of conduct that ensures an understanding of the responsibility we have in ensuring ethical use of AI. This includes:

Fairness:

We strive to create AI systems that are free from bias and discrimination. At our company, fairness is a core guiding principle in the design and deployment of AI systems. We strive to build AI models that are free from bias and discrimination to ensure equitable treatment for all users. However, we recognize that achieving perfect fairness in AI is an ongoing challenge, particularly in areas like sentiment analysis, where language subtleties and cultural differences can lead to unintended bias. Our products allow a human to make a decision after the output has been received.

Transparency:

We are committed to transparency in our AI processes.

Customers will be informed about how AI is used in our services and the data that informs our models through the product-specific data protection impact assessments that are carried out before use is authorised.



2. Data privacy and security

Customer data privacy and security are critical to responsible use and we therefore place importance on these topics accordingly.

Emplifi has a robust internal team that consists of a Data protection officer (part of the in-house legal team), Chief Information Officer and Senior Director of Research and AI. This multidisciplinary and multifunctional team works together with the oversight of the CTO Todd McCaslin to innovate and explore cutting edge technologies with suitable guardrails in place.

We adhere to strict data protection regulations and best practices in multiple jurisdictions, including:

Data minimization:

We collect only the data necessary to provide our services and enhance the user experience.

Anonymization:

Wherever possible, we anonymize data to protect customer identities and sensitive information.

Compliance:

Our use of generative AI complies with applicable laws and regulations, including GDPR, CCPA, and other relevant data protection frameworks.

Emplifi continuously monitors this compliance through:

- currency within the legal team to ensure the requirements are understood,
- policy to ensure those requirements are then communicated to our employees and
- IT audits to ensure there is no unauthorised use.



Todd McCaslin, CTO



3. User empowerment and control

We believe in empowering our users to control their interactions with our AI systems. This includes:

User consent:

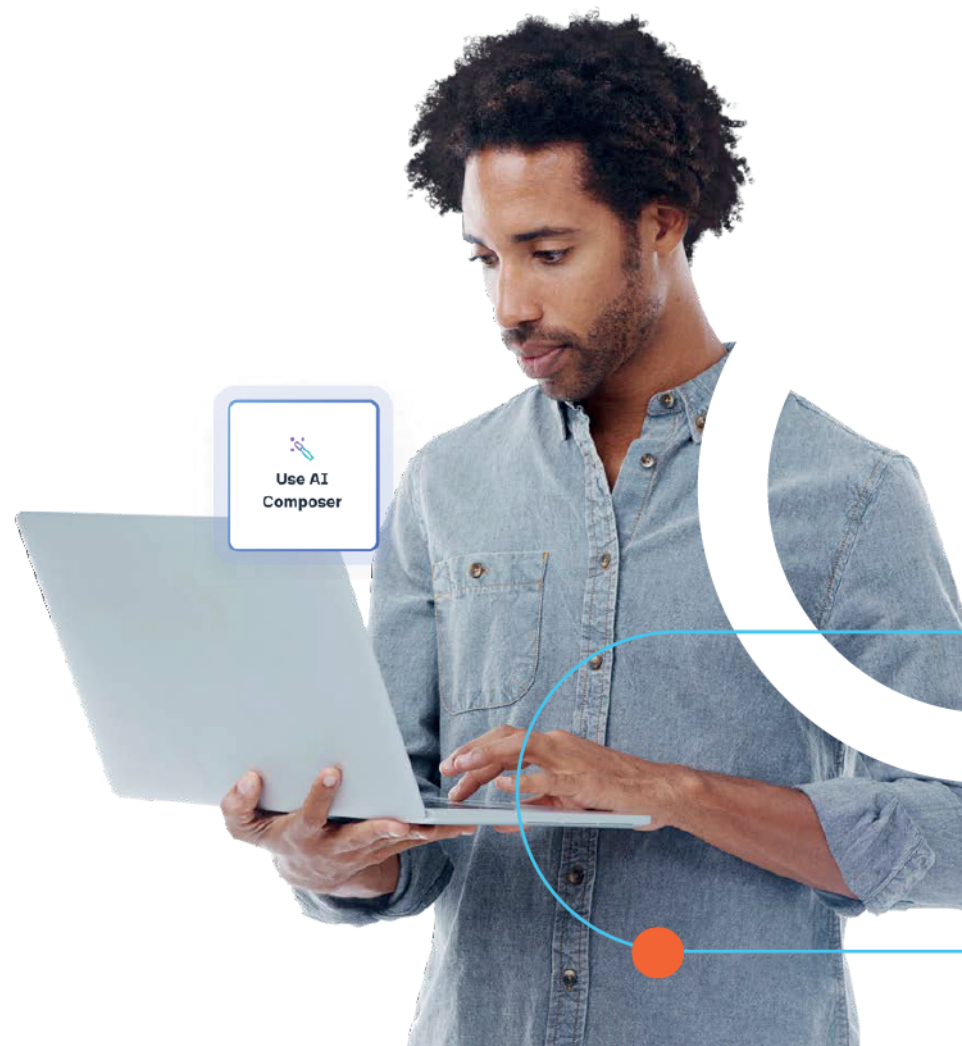
We will obtain explicit consent from users when collecting data for generative AI purposes.

Feedback mechanisms:

Customers will have the opportunity to provide feedback about AI-generated content and services, helping us to improve and adapt our offerings.

Opt-out options:

Users can opt out of generative AI-driven features at any time, ensuring they have control over their experience.



4. Continuous improvement and accountability

We are dedicated to continuously improving our generative AI capabilities while maintaining accountability through:

Regular audits:

We conduct regular audits of our AI systems to assess their performance, fairness, and compliance with this policy.

Training and awareness:

Our team members receive annual training on AI (which includes responsible use and the internal policy), our code of conduct, security and data protection to ensure knowledge of our approach as laid out in this document and compliance with the internal policies that give effect to it.

Supply chain:

Suppliers are required to adhere with the Emplifi Supplier Code of Conduct found [here](#) which includes disclosure and responsible use. Before contracting with a third party Emplifi conducts reviews through the multifunctional purchase to pay policy that includes oversight and scrutiny from legal, privacy, security and AI.

Reporting mechanisms:

We encourage customers to report any concerns or issues related to AI usage to dataprivacy@emplifi.io which will be taken seriously and addressed promptly.

5. Commitment to innovation

We embrace innovation in generative AI to enhance our services while adhering to responsible practices.

Our goal is to harness the technology's potential to create value for our customers without compromising ethical standards.

Conclusion

At Emplifi, we believe that responsible generative AI is essential for fostering trust and creating meaningful experiences for our customers. We are committed to upholding these principles and will continue to adapt our policy as technology and societal expectations evolve.

For any questions or concerns regarding AI in Emplifi, please contact our customer support team at support@emplifi.io. Thank you for choosing Emplifi.

FAQ

What AI is used in my product?

Please refer to our terms and conditions here and for further detail please see the product specific DPIA (available on request).

What third parties are used to provide AI within Emplifi?

Our sub processors are listed in our terms and conditions here.

Are there any generative AI features provided by third parties in the Emplifi product suite?

Yes AWS and Open AI however no personal information or company confidential is sent to Open AI without Customer direct input (such as AI Composer where the prompt is input by the Customer) and Open AI does not use data transferred by Emplifi to train it's models

Can I opt out of generative AI features?

Yes.

Will my data ever be transmitted, processed, or stored outside of the United States?

Yes and our processing locations can be found in our terms and conditions here Emplifi ensures suitable technical and organisational measures are in place to legitimise data transfers and further product specific information can be found in the relevant DPIA.



Can I customise the AI models for my specific business needs?

Yes, many of our AI features can be fine-tuned to better fit your organisation's unique goals.

How frequently are AI models updated in the Emplifi product suite?

Our AI models are regularly updated to incorporate the latest advancements in machine learning and adapt to new data. These updates ensure that the AI remains accurate and relevant to changing trends and user needs.

What steps are taken to ensure fairness and ethical use of AI in Emplifi products?

At our company, fairness is a core guiding principle in the design and deployment of AI systems. We strive to build AI models that are free from bias and discrimination to ensure equitable treatment for all users. However, we recognize that achieving perfect fairness in AI is an ongoing challenge, particularly in areas like sentiment analysis, where language subtleties and cultural differences can lead to unintended bias.

While we take extensive measures to minimise bias, we acknowledge that certain models, such as sentiment analysis, may still exhibit biases due to limitations in the training data or the complexity of human language. Sentiment models, for example, may misinterpret slang, dialects, or cultural references, potentially leading to skewed results for certain demographic groups.

To address these risks, our models undergo regular evaluation and testing to detect and correct biases. This includes using diverse datasets to train our models and continuously refining them based on real-world feedback.

Recognizing the potential for bias, we ensure that human oversight is a critical component of our AI systems. After AI-generated outputs, such as sentiment analysis results, are provided, humans always have the final say in decision-making.

