Principles for AI Data Use

Effective Date: February 22, 2024

At Poka, we are committed to leveraging the transformative power of Artificial Intelligence (AI) to enhance our Software Services, offering superior, customized experiences for our clients. In deploying these advanced technologies, we prioritize the confidentiality, integrity, and security of Client Data above all else, ensuring our practices are in strict compliance with global data protection standards.

1. Our Principles

1.1 Exclusive Use of Data

We believe in the dedicated use of client data to directly benefit the services provided to our clients. Our policies ensure that:

- **Dedicated Data Usage**:Your data is exclusively utilized to deliver the services you receive from us. It is never employed in training general AI models or for the advantage of other clients.
- **Data Segregation**: We implement stringent data segregation practices, processing your data in isolation to safeguard its confidentiality. This approach is underpinned by advanced security measures, ensuring the utmost protection of your information.
- **AI-Powered Features**: Our AI features are powered by either broad-application general models or bespoke models developed to meet your specific needs. We guarantee that these models are client-exclusive and never shared with other organizations or customers.

1.2 Transparency and Responsible Data Use

Our AI strategy is built on the foundational values of transparency and responsible data governance:

- **Transparent AI Utilization**: We strive for transparency in how we use AI, providing insights into the types of data utilized and the goals and advantages of our AI features.
- **Responsible Data Use**: We handle all data with the utmost responsibility, ensuring that the application of AI is aligned with our high standards for data privacy and security.

1.3 Security and Compliance

The security of your data is paramount, and we take comprehensive measures to ensure its protection:

- **Robust Data Protection**: Our Information Security Program is meticulously designed to align with industry best practices and standards, highlighting our commitment to data security. This robust approach is validated through our annual SOC 2 Type II audits, ensuring our practices not only meet but exceed the rigorous requirements needed to protect your data at all times.
- **Third-Party AI Providers**: In instances where we collaborate with third-party AI providers, we require strict adherence to our data policies, forbidding the use of our client data for model training and imposing rigorous security measures. Our due diligence confirms these partners meet our data privacy and security standards.
- **Client Data Ownership**: We ensure you retain full ownership and control over your data while using Poka.

2. Our Commitment

Poka is dedicated to leveraging AI to improve our services, while steadfastly upholding data privacy and security. We commit to ethical AI deployment, focused on protecting client interests and fostering trust. Our practices are continuously refined to align with evolving data protection laws, aiming to exceed client expectations and enable the responsible use of AI technology.

3. Contact

If you have any questions on this document, you can contacts us by email at privacy@poka.io.