

unitQ AI Statement of Principles and Governance

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The rapid spread of artificial intelligence (AI) throughout various industries makes it imperative for companies to establish a clear set of principles guiding the development and application of AI technologies. This document outlines unitQ's approach to ensure our generative AI use is transparent and trustworthy.

unitQ AI Statement of Principles

unitQ's commitment to using AI ethically and responsibly is grounded in the following principles:

- **Positive impact**: Our AI solutions are designed to benefit users and society by helping companies improve the overall quality of their user experience.
- **Transparency**: We believe in being open about how our Al models work, the data they use, and their decision-making processes.
- **Fairness**: We strive to ensure our AI models are equitable and do not perpetuate or amplify biases.
- **Privacy and security**: Protecting user data and ensuring the security of our systems is paramount. We adhere to the highest standards of data protection and cybersecurity.
- Accountability: We take responsibility for our Al's actions and have mechanisms to address issues or concerns.
- **Continuous learning**: We are committed to ongoing research and development to ensure our AI remains at the forefront of ethical considerations and best practices.

unitQ AI Governance

unitQ's AI governance framework is built on transparency, accountability, and ethical considerations. The framework comprises:

- Regular audits: We conduct periodic internal and external audits to ensure our Al
 practices comply with industry standards and regulations.
- **User deidentification**: unitQ redacts all personally identifiable information (PII) from user feedback before storing data, ensuring that PII is never used in model development.
- **Feedback mechanism**: We actively seek feedback from both users and experts to continuously refine our governance practices.

Use of Generative Al

unitQ uses generative AI in the following capacities with its unitQ GPT feature:

- Summarization: unitQ summarizes user feedback along with relevant subtopics.
- Natural language Q&A: unitQ GPT enables users to ask questions using natural language and receive relevant insights related to user pain points, feature requests, and general feedback as consolidated in unitQ. unitQ GPT uses generative AI to:
 - Extract relevant metadata from user questions to filter on a subset of the dataset.
 For example, the question "What issues are trending for my Spanish language users?" automatically filters on Language = Spanish.



- Understand the meaning behind user questions. For example, unitQ GPT understands that a user may reference terms like "issues," "bugs," or "problems" interchangeably.
- Synthesize a response based on unitQ's existing categories and features or by scanning a subset of anonymized feedback data.

unitQ GPT uses self-hosted large language models (LLMs) and pre-trained models provided by the OpenAI Enterprise API platform. OpenAI does not train on unitQ customer data with the OpenAI Enterprise API platform. To learn more about OpenAI and privacy, read https://openai.com/enterprise-privacy.

Addressing Bias

unitQ recognizes the importance of addressing bias in AI systems. unitQ is taking the following steps to reduce bias in unitQ GPT:

- **Data collection**: We limit user Q&A to questions about user feedback. By limiting questions to user feedback, we capture a broad demographic range and allow users to understand diverse perspectives.
- **Audits**: We regularly audit models to improve accuracy and rectify potential biases. This includes both automated testing and human evaluations.
- **Feedback loop**: We established a feedback mechanism where users can report biased outputs, which we then use to improve the model.
- **Transparency**: We document our methodologies and share them with stakeholders upon request to ensure clarity in our approach to bias mitigation.
- **Continuous training**: Our models are continuously updated and refined to handle potential biases better as they emerge.
- **Source evaluations**: We regularly review research on the bias of any underlying models used by unitQ.