

# AI Security and Privacy at Articulate

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Articulate is developing several AI-powered product enhancements to help creators deliver better content more quickly and have greater impact within their organizations. With a commitment to security and privacy as our top priorities, we are excited to share that as we integrate AI features into our products, we are dedicated to elevating our approach to ensure the utmost safety and confidentiality in our AI-enhanced offerings.

Built with a flexible architecture, Articulate AI features will allow organizations to keep pace with AI innovations and incorporate instructional design principles. Our AI features are also human-centered, meaning that creators partner with AI to build training every step of the way. This paper defines Articulate standards and practices in deploying AI within our systems, emphasizing our pledge to data integrity, privacy, and ethical AI use.

## Data Integrity and Ethical AI Implementations

At Articulate, we believe in the responsible use of AI. Articulate AI features are crafted to uphold the highest standards of data integrity and ethics. We ensure that:

- Our AI features, as well as those we use from third-party services, strictly follow our stringent [security and ethical guidelines](#).
- Customers are informed when generative AI tools are used in connection with their work.
- Continuous monitoring and testing is conducted to ensure fairness and mitigate bias.

## Ensuring Data Privacy and Integrity with AI

Our approach to AI allows customers to opt-out, ensuring they have choice and control over their engagement with AI technologies. Additionally, we have established stringent contractual obligations with our AI partners to uphold this commitment, guaranteeing that these controls are strictly enforced and aligned with our standards.

We ensure that:

- AI features do not retain or log customer data.
- Our data retention policy for our AI systems adheres to strict principles that respect customer privacy and regulatory requirements. After Articulate AI generates your content, any data utilized in that process is promptly deleted from our servers and the servers of our subprocessors.
- Customer data is not used for AI training purposes.
- Clear and transparent policies govern how user data is handled.
- Data privacy is maintained throughout the AI interaction lifecycle.

## Our Trusted AI Partners

We've carefully selected our AI partners— ElevenLabs, and OpenAI—for their expertise and innovative technologies. Each partner plays a vital role in enhancing our AI offerings. ElevenLabs brings custom voices for text to video, crucial for Articulate video generation. OpenAI, known for ChatGPT, supports prompt-based AI actions. These collaborations enrich our AI features, enabling us to meet our customers' varied and dynamic requirements.

## Data Transmission & Encryption

Secure data transmission is critical in our Articulate AI implementations. We employ robust encryption protocols to protect all data exchanges against unauthorized access and maintain data confidentiality and integrity. All communications with our third-party services for AI are strictly over secure channels: Data is always encrypted during transit over connections secured with Transport Layer Security (TLS) 1.2 or 1.3 encryption.

## Regulatory Compliance for the AI Components

Compliance with legal and regulatory standards is the foundation of our AI deployment strategy, and we ensure regulatory compliance for the AI components at Articulate. We:

- Comply with international data protection protocols, including CCPA, GDPR, SOC 2, ISO 27001, and ISO 27701.
- Regularly review and update our practices to align with evolving regulations.
- Ensure that our AI components comply with relevant laws and industry standards.

## Conclusion

Articulate's AI offerings reflect our dedication to data security and integrity. We consistently work to enhance our AI features, while always prioritizing the trust and safety of our customers. This paper demonstrates our commitment to setting the benchmark for AI security and ethical practices in the industry.



Visit our [Trust Center](#) to learn more about our [security](#) and [privacy](#) policies.

**You can reach out to us at [security@articulate.com](mailto:security@articulate.com) for general security questions. And contact us at [privacy@articulate.com](mailto:privacy@articulate.com) for questions about our [privacy notice](#) or how we manage data.**

We're happy to help!

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