



Kemicard Responsible AI Usage Policy

Overview

At Kemicard, our commitment to trust extends to how we design, develop, and deploy Artificial Intelligence. While Kemicard currently uses automation rather than true AI, our roadmap includes integrating Salesforce's **Agentforce** and other intelligent systems that will enhance personalization, communication, and operational efficiency.

As a Salesforce-native application, we inherit Salesforce's **AI Trust Layer**, its **Responsible AI principles**, and its technical safeguards. This means that as Kemicard adopts agentic AI capabilities, every feature will be developed with transparency, safety, and accountability at its core.

Our Approach to Responsible AI

Kemicard aligns its approach to AI with **Salesforce's Office of Ethical & Humane Use** and the five guiding principles that govern the responsible design of **agentic AI**. These principles shape how we will evaluate, deploy, and continuously improve any AI-powered functionality in our platform.

1. Accuracy

We will ensure that any AI-driven processes produce accurate, verifiable, and contextually relevant results. AI features in Kemicard will operate within defined parameters, with clear guardrails that prevent actions outside approved scopes. When uncertainty exists, users will have visibility into how results were generated and the opportunity to validate outcomes.

2. Safety

Kemicard will uphold the highest standards for safety and ethical integrity in AI usage. This includes preventing bias, toxicity, or harmful outputs, and protecting personally identifiable information (PII) in compliance with global data protection laws. Salesforce's **Einstein Trust Layer** and **Agentforce safety mechanisms** provide additional layers of defense through model containment, toxicity detection, and data masking.

3. Honesty

Transparency is non-negotiable. Users will always know when AI is involved in a process, communication, or decision. AI-generated content or recommendations within Kemicard will be disclosed clearly, ensuring users understand the role and limitations of automated agents.

4. Empowerment

AI should enhance human capability, not replace it. Kemicard will design AI features that help organizations save time, improve accuracy, and focus on meaningful human interactions—while keeping users in full control. We'll ensure seamless hand-offs between human judgment and AI automation, maintaining accountability and clarity at every stage.

5. Sustainability

As AI evolves, we commit to using models and infrastructure optimized for efficiency and minimal environmental impact. By leveraging Salesforce's model architecture and data centers—built with sustainability and scalability in mind—Kemicard will prioritize performance without unnecessary computational overhead.

Data Privacy and AI Governance

All AI features in Kemicard will operate within Salesforce's **AI Trust Layer**, which ensures that:

- Customer data is **not stored, retained, or used to train external models**.
- All prompts and responses are processed securely within Salesforce's controlled environment.
- Every AI interaction is **auditable, transparent, and compliant** with data protection standards such as **GDPR, POPIA, and CCPA**.

Kemicard will maintain governance policies for the evaluation, approval, and monitoring of AI features, ensuring consistent alignment with Salesforce's **Responsible AI guidelines** and global ethical standards.

Human Oversight and Accountability

AI will never operate without human oversight in Kemicard. All AI-assisted actions will require human validation where decisions carry meaningful impact or risk. Kemisoft—the company behind Kemicard—retains ultimate accountability for the performance, fairness, and integrity of any AI system used within the product.

Continuous Learning and Improvement

As AI technology and regulations evolve, so will this policy. Kemicard's team will conduct periodic reviews of all AI-enabled features to assess accuracy, fairness, and ethical compliance. We will stay aligned with updates from **Salesforce's Office of Ethical & Humane Use** to ensure our approach reflects industry best practices and emerging standards in agentic AI.

Conclusion

Kemicard's mission is to help organizations engage their members and donors with clarity, trust, and integrity. As we embrace the next generation of intelligent technology through Salesforce Agentforce, we do so with a clear commitment: to use AI responsibly, transparently, and always in service of the people who rely on our platform.