Responsible AI at Mural

Introduction

Leveraging AI (Artificial Intelligence) provides great benefits and opportunities for the world, and its clear frameworks enable consistency, standardization and demand responsible use. These are key elements to AI's success.

The AI landscape has grown exponentially in recent years. AI is a fast-evolving family of technologies that can bring a wide array of economic and societal benefits across the entire spectrum of industries and social activities. However, the same elements and techniques that power the socio-economic benefits of AI can also bring about new risks or negative consequences for individuals or society.

Mural commits to transparency, explainability, and independent evaluation regarding our AI systems.

In this white paper, we will explain Mural's approach to Responsible AI and AI governance.

Mural Responsible AI guiding principles

At Mural, we put responsible AI principles into practice through internal policies and procedures, ongoing governance, and by carefully tracking global developments related to AI use and regulation.

Responsible AI principles

Keep humans in the loop.

We believe knowledge work is best directed by human beings, and we see AI enhancing human capability and creativity, not necessarily replacing it. Humans should choose how and whether to delegate decisions to AI systems, to accomplish human-chosen objectives.

Create a safe collaboration space.

We believe that inclusion, trust, and psychological safety are essential for effective teamwork and collaboration. Mural will work to help prevent AI systems from reflecting or perpetuating unfair bias. Mural will implement testing and controls designed to facilitate fairness, accuracy, reliability, and validity of its AI systems, so that the AI system can generate diverse and inclusive outcomes.

Transparency and explainability.

Mural will provide meaningful information that is appropriate to the context and consistent with the state of art. Our goal is to foster a general understanding of our AI systems, to make stakeholders aware of their interactions with AI systems, and to enable those affected by an AI system to understand the outcome.

Security and trust.

Mural AI systems are designed to be robust and secure throughout their lifecycle so that, in conditions of normal use, foreseeable use or misuse, or other adverse conditions, they function appropriately and security risks are minimized. If an AI system causes harm, it must be possible to

ascertain why. To this end, Mural builds traceability into its AI systems,

including in relation to datasets, processes, and decisions made during the AI system lifecycle. This enables analysis of the AI system's outcomes and responses to inquiry, appropriate to the context and consistent with the state of art.

As our uses of AI and the regulatory and legal landscape continue to change, we will continue to review and revise these Responsible AI principles.

What is Mural and Mural AI?

Mural is a visual collaboration company that helps workers and teams innovate faster, align more easily, and work more efficiently. Mural creates a culture of effective collaboration — where everyone is connected, contributing, and empowered to deliver business-driving outcomes.

Mural centers around a digital whiteboard collaboration space, where teams work together in real-time or asynchronously. Consulting, sales, marketing, and research and development teams collaborate visually with Mural, using guided visual methods to connect and innovate.

The Mural visual work platform responsibly and securely leverages AI technology to enhance the work of teams. By utilizing the power of AI as an assistant, a collaborator, and a coach, Mural helps teams achieve their business outcomes.

Mural AI

Mural leverages machine learning models and natural language processing along with user input to help teams get started quickly and conquer blank page paralysis. Our features include:

- Mind mapping lets you generate ideas from a central concept in seconds, and uncover new ideas with the help of AI.

- Cluster by topic lets you quickly synthesize all your ideas from a brainstorm or workshop into named groups based on their content — making it easier to identify patterns and build next steps.

- Summarize lets you automatically create a concise summary of multiple sticky notes, paragraphs, or headings to synthesize ideas, understand key takeaways, and align with others.

- Classify by sentiment lets you classify sticky note text by its emotional context: positive, negative, or neutral.

- AI chat lets you simulate a human-like conversation to unlock more advanced interactions and capabilities while working in a mural.

- Rewrite lets you instantly rewrite content on your mural to be more concise, more descriptive, or more professional.

- Translate lets you quickly translate content on your mural to a different language, including Spanish, Japanese, French, and more.

- Fix grammar or spelling lets you identify and fix grammar or spelling mistakes in your content.

Mural is firmly committed to creating tools and partnerships that enable teams to leverage the power of AI to solve the problems teams face with working today. We believe that AI will help enhance human potential, not replace it.

Keep your data safe

Trust and security

At Mural, we commit to leverage AI while respecting our humanness, and keeping security, compliance and privacy at the forefront. Mural maintains rigorous security, reliability, compliance, and privacy measures, combined with advanced security and administrative controls.

This means Mural is committed to [building responsible and trustworthy AI](#) systems designed to comply with regulatory requirements and internationally recognized values and principles. We're dedicated to keeping our customers informed about the measures we have in place to protect their data; and implementing appropriate controls governing who can access the AI systems.

How do we help protect your data?

Mural is using the Microsoft Azure OpenAI Service in a Mural-managed, multi-tenant environment for Enterprise customers. All of the data stays within Mural's cloud environment .

When you use Mural's enhanced AI features:
- Customer data (such as queries and prompts generated when members use the new AI-enhanced features) are not being passed to OpenAI or being added to its training sets.
- Customer data are not used to train any model, just using OpenAI's pre-configured models.
- We use locally deployed GPT models, so OpenAI will not be present within the GPT querying and post-querying transactions.
- All of the data stays within Mural's cloud environment.
- Data is encrypted at rest and in transit as the GPT models are

queried by the Mural application, and this communication resides in the Mural network.

- Data continues to be stored in Mural's Azure data centers in the East / West US Regions, East / West Europe Regions, and AU Region, depending on the Mural customer's data residency.

- When an AI action is triggered, data is sent to Mural's own instance of Azure OpenAI in the East / West US Region / AU Region for processing through a secure tunnel, so it always stays inside the Mural network.

Infrastructure and connectivity

All of the infrastructure used for our AI services is hosted inside of Azure data centers. No requests or data is ever sent outside of this infrastructure.

Web and native (iOS, Windows) Mural clients connect to these data centers through HTTPS 1.2+ and WSS (web socket secure). These protocols are maintained even between data centers in different regions and while using Azure services.

Our own services run inside virtual machine pods hosted in Azure VMs.
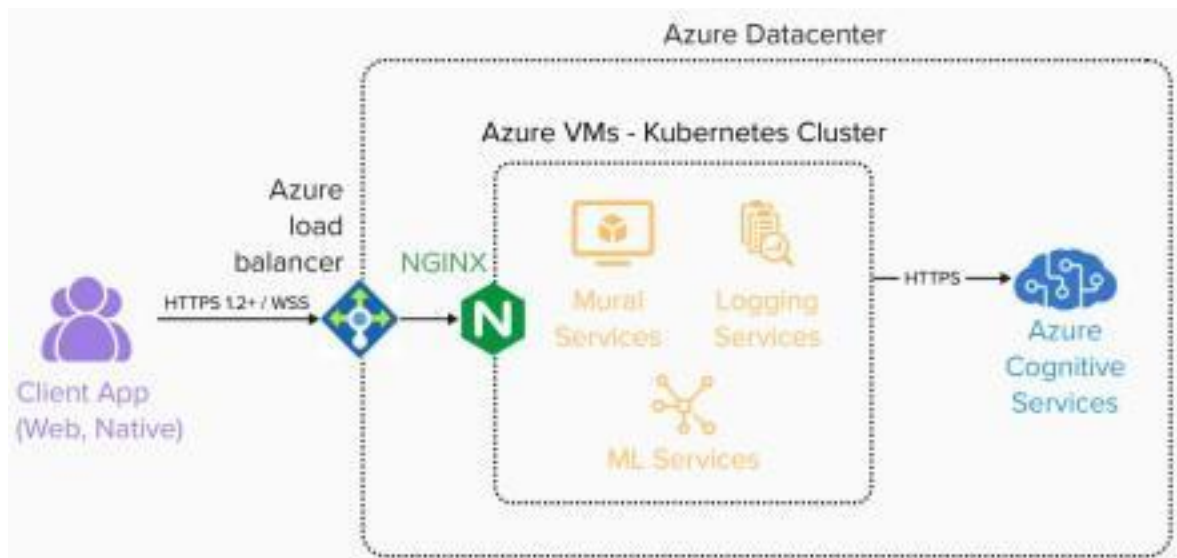
When an authenticated client performs an operation involving AI, our Mural Services check the credentials and make sure the client's permissions are right for accessing and modifying the objects, respecting tenancy and geo-location.

Every piece of content generated with the assistance of AI is logged and identified as such. These logs can be viewed and retrieved for legal or administrative purposes.

Keep control over who can use Mural's enhanced AI features

At Mural, you have control over when to enable AI-powered features for your company and workspaces. On Enterprise plans, all AI-enhanced features are turned off by default. This means that your company administrators can enable or disable AI features from the General page of the company dashboard, and give workspace Administrators the option to toggle AI-enhanced features within their workspace. On Teams+ and Business plans, all AI-enhanced features are on by default, but can similarly be toggled off. Learn more on how to enable AI-powered features in our support article, Enable AI-enhanced features for your company.

Mural understands that our customers and prospects can view AI as a legal, security and compliance matter. By empowering your collaborative work with Mural's AI-enhanced features you can be confident that your data is secured, safe, and under your control. Mural applies a systematic risk management approach to each phase of the AI system lifecycle on a continuous basis to address risks related to AI systems, including privacy, digital security, safety, and bias. Mural will deploy an AI system only after an adequate evaluation of its purpose and objectives, its benefits, as well as its risks.

Participation in the EU AI Pact

Mural's commitment to responsible AI extends beyond its product development and internal governance practices, to actively contributing to shaping the global AI landscape through collaboration, policy alignment and promotion of AI literacy.

As part of its proactive stance, Mural has joined the [European Union's AI Pact](#), a voluntary initiative established under the EU AI Act, which encourages organizations to uphold and promote responsible AI development and deployment and foster the early implementation of some of the measures of the AI Act. Participation in this initiative underscores Mural's dedication to ethical AI governance and positions the company as a leader in advocating for and adopting responsible AI practices.

Recognition of AI Literacy Practices by the European Commission

In alignment with the [second Pillar of the EU AI Pact](#), Mural has developed comprehensive AI literacy practices designed to educate both internal teams and customers about the rapidly evolving AI landscape. These practices have been formally recognized and included in the [European Commission's Living Repository](#), a publicly accessible resource aimed at promoting AI literacy across various industries.

Key examples of Mural's AI literacy practices include:

- A comprehensive **Mind Map**: Designed to explain the main requirements of the EU AI Act to AI developers, helping them navigate regulatory compliance in a simple and engaging visual way.

- **AI Systems Use Case Cards**: A structured framework used to assess each developed AI system, ensuring compliance with ethical AI principles and building an AI inventory to maintain oversight of all AI developments.

Mural's inclusion in the Living Repository reflects its commitment to thought leadership and excellence in AI security and governance. By establishing and sharing industry-leading standards for AI literacy, security, and ethical implementation, Mural actively contributes to shaping how AI is responsibly integrated into collaborative digital environments.