

# Prohibited Use Policy (Generative AI)

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Company Name:	Shiftic AB
Policy Owner(s):	COO
Effective Date:	2 April 2025

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## PURPOSE

This policy defines the boundaries for all use of Shiftic's AI-powered services. By using the service, you agree not to use, or encourage others to use, the platform for the following purposes:

## ILLEGAL AND CRIMINAL ACTIVITY (ZERO TOLERANCE)

It is strictly prohibited to use Shiftic to promote, facilitate, or engage in illegal acts, including but not limited to:

- Fraud and Phishing: Generating deceptive content to steal data, money, or identities.
- Serious Crime: Planning or promoting violent acts, terrorism, child exploitation, or the trade of illegal goods.
- Intellectual Property Infringement: Generating content that infringes upon third-party copyrights, patents, or trademarks.

## TRANSPARENCY: "AI, NOT HUMAN"

In accordance with global standards and the EU AI Act, the following is mandatory:

- Informing End-Users: You must clearly inform all users when they are interacting with an AI service. It is strictly prohibited to mask AI-generated responses as if they originated from a human.
- No False Expert Status: AI-generated content must not be presented as if it were verified by a human expert (e.g., a doctor, lawyer, or certified coach).

## SERVICE LIMITATIONS (THE OBVIOUS)

Shiftic is a tool for operational support and change management. It is not intended for:



- Healthcare: Diagnostics, medical advice, or the treatment of physical or mental health conditions.
- Crisis Support: Handling acute emergencies or suicide prevention. In such cases, licensed medical professionals must always be contacted.

## PROTECTION OF "BEHAVIOR SHIFT SCORE®" AND METHODOLOGY

Our proprietary logic is the core of our trade secrets. It is prohibited to:

- Manipulate Metrics: Systematically inputting simulated or automated data to "game" or artificially influence a Behavior Shift Score.
- Reverse Engineering: Attempting to deconstruct, copy, or recreate the algorithms behind our scoring systems for your own commercial use or competing activities.

## TECHNICAL ABUSE

Users may not:

- Prompt Injection: Attempting to bypass the AI model's safety filters or "trick" it into generating prohibited content.
- Scraping and Training: Using automated tools to extract data from Shiftic for the purpose of training or evaluating other AI models.

## CONSEQUENCES OF VIOLATION

If Shiftic detects use that violates this policy, we reserve the right to immediately suspend access, delete content, and, if necessary, report criminal activity to the relevant authorities.

Version	Date	Description	Author	Approved by
1.0	2 apr 2026	Initial policy	Sveinung Skaalnes	Marcus Woxneryd