

AI Acceptable Use Policy

Updated as of Oct 17, 2025

The Conviva AI Acceptable Use Policy (“**AUP**”) sets forth the acceptable practices for a Customer’s use of Conviva’s generative artificial intelligence (AI) tools, i.e. those features which use a large language model (LLM) or other foundational AI model to generate a result based on data or a prompt provided by a Customer or a Customer’s user (each, a “**GenAI Tool**”).

This AUP is a part of the [Customer Agreement](#) or other similar agreement a Customer has with Conviva related to the use of Conviva Services (collectively the “**Agreement**”).

Use AI Responsibly

Please use GenAI Tools responsibly and ethically. Use of the GenAI Tools must comply with the terms of the Agreement and all applicable laws and regulations, including data protection, privacy, specific AI regulation and intellectual property laws. In addition, the Customer must not use the GenAI Tools for any of the following activities:

- Any action that could harm or discriminate against others;
- Any illegal, unlawful, fraudulent, malicious or deceptive activities or for purposes that compete with the technology used in the Conviva Services;
- Uploading any copyrighted content or any Prohibited Data (as defined in the Customer Agreement);
- For any high-risk activities or as a high-risk AI system as defined under applicable laws or in any way or purpose which is the subject of any applicable AI-related regulation; and/or
- Submitting, transmitting or otherwise introducing any content that contains or redirects (or may contain or redirect) to a virus, Trojan horse, worm, scripting exploits, bots or other harmful component or technology, or any other actually or potentially harmful, disruptive, or invasive code or component.

Where a GenAI Tool may be a feature of a certain Conviva Service, the GenAI Tool is generally disabled by default and only the account administrator has the control to enable it. If enabled, then all team members within such account will have access and use of the respective GenAI Tool. However, if the GenAI Tool is integral to a Conviva Service, then the GenAI Tool will automatically be enabled for all users at the time of purchase.

Although Conviva does not actively monitor a Customer's activities in relation to its use of the GenAI Tools, Conviva may screen and/or monitor any content uploaded, submitted and/or transmitted through the GenAI Tools, at any time and for any reason and with or without notice, to ensure that the GenAI Tools are being used responsibly. If Conviva reasonably believes a GenAI Tool has been used in violation of this AUP, Conviva will communicate its concerns to the Customer and may suspend the availability of the GenAI Tool until the concern has been resolved.

Data Ownership

The Customer owns any data or prompt entered by Customer into the GenAI Tool, which are not Service Statistics and/or Conviva Confidential Information (as defined in the Agreement) ("**Input**"). The Customer also owns any response generated by the GenAI Tool in response to the Input, which are not Service Statistics and/or Conviva Confidential Information ("**Output**"). Customer hereby agrees that Conviva reserves the right to use any statistical information from a Customer's use of a GenAI Tool ("**Usage Data**") for the limited purposes of providing quality assurance and improvement to Conviva's Services. For clarity, statistical information in this context refers to usage metrics and other use-related statistical information; it does not refer to Service Statistics.

To the extent Conviva uses Third-Party Sub-processors for a GenAI Tool, Conviva lists them [here](#). Lastly, Conviva does not use Input or Output to train any machine learning or foundational models of its own or those of any Third-Party Sub-processors.

Free Trial

If Customer has been provided use of a GenAI Tool as part of a free trial or an alpha or beta test (collectively, a “**Trial**”), any previously agreed to indemnification, warranties, and service level commitments in the Agreement do not apply, and any liability arising out of or in connection with the Trial shall be limited to US\$100.00. Conviva reserves the right to modify or terminate the Trial at any time, with or without notice, and in its sole discretion.

Disclaimer

Conviva’s GenAI Tools, like all artificial intelligence systems, are not perfect so the Customer should always review any Output and exercise appropriate human oversight.

The GenAI Tools are provided “as is.” Unless otherwise prohibited by law, Conviva and its affiliates and licensors make no warranty or assurance of any kind, whether express or implied, statutory or otherwise, including warranties, conditions or other terms of merchantability, satisfactory quality fitness for a particular purpose, or non-infringement. Conviva makes no representations, warranties or guarantees that the GenAI Tools will meet a Customer’s requirements or expectations, that Output will be accurate or that defects will be corrected. Conviva will not be responsible or liable for any Input, Output, third-party services, or non-Conviva services (including for any delays, interruptions, transmission errors, security failures, and other problems caused by these items).

Conviva makes no representations or warranties regarding the accuracy, completeness, or reliability of any Output. Customer hereby acknowledges that any such Output is generated automatically and may contain errors, inaccuracies, or unintended results. Conviva shall not be liable for any decisions, actions, or outcomes resulting from reliance on such Output.

Changes or Concerns

Conviva may make updates to this AUP from time to time. If any changes are material in nature, we will give notice as appropriate under the circumstances, e.g., by displaying a prominent notice on our website, within our services or solution or by sending an email.

If you have any questions about this AUP, please contact legal@conviva.ai.