<u>Ethical Use of AI</u>

Unlock the Power of Ethical AI with Formstack

In the digital age, artificial intelligence (AI) has emerged as a transformative force, revolutionizing how companies approach innovation. However, with this power comes a responsibility to ensure that AI is used ethically and responsibly. At Formstack, we are committed to harnessing the potential of AI internally and within our product development efforts while upholding ethical standards as they emerge. Our aim is to establish and maintain the trust of our customers, employees, and communities.

Our Commitment to Ethical AI

As we look to leverage AI internally to improve our efficiency and our ability to serve our customers as well as integrating AI into our product offerings, Formstack is dedicated to using AI ethically. We are embracing AI to empower and augment human capabilities - allowing people to utilize their time for more strategic and productive tasks, and we are committed to upholding ethical standards for AI solutions that align with our values and professional standards. Whether as an internal tool or as part of our Services, we want to ensure that we are leveraging AI for Formstack and our customers so that interactions within and with Formstack are improved. Our commitment to ethical AI extends to how we allow our AI functionality to be used by our customers.

Guiding Principles of Ethical AI at Formstack

Enhancing User Experience with Transparency

We believe that our customers should have a clear understanding of how AI influences our products. By providing transparency, we empower users to make informed decisions and build trust as to how we leverage our AI within and to provide our Services.

Customer-Centric Approach

Formstack's AI systems will be designed and developed to elevate our customer's and their end users' experience with software, focusing on identifying opportunities, personalization, and enhanced usability. Formstack will actively seek feedback from customers to inform the development of AI-powered features.

Fairness and Equity

Bias in AI can lead to unfair outcomes. Formstack will work to identify and mitigate potential biases, including proper review of our AI vendors, to maximize fair and equitable product experiences for its users.

Protecting User Privacy and Data Security

We will strive to ensure that our data acquisition, governance, and usage practices uphold ethical standards and comply with applicable privacy and data protection regulations along with confidentiality requirements. As we all know, AI relies on vast amounts of data, raising concerns about user privacy. As part of our AI policy, we identify the data that is being input into any AI tool(s) or feature and look to implement privacy and security measures to help ensure that data is handled responsibly and ethically. Additionally, we strive to include responsible and transparent disclosure so that stakeholders are clear as to what is happening with their data across the AI lifecycle.

Ensuring Accountability and Oversight

As we integrate AI internally and into our products, we are establishing clear accountability and oversight mechanisms. This includes creating policies and procedures for handling AI-related issues.

Continuous Improvement in Design and Development

At Formstack, we are dedicated to providing our customers and users with exceptional experiences. Formstack recognizes the importance of staying at the forefront of technological advancements and will seek opportunities to responsibly push the boundaries of innovation.

This Framework is a living document, and we welcome your feedback.