

KONTENT.AI®



**Kontent.ai provides  
capAI compliance  
for customers**

[www.kontent.ai](http://www.kontent.ai)

In the rapidly evolving world of Artificial Intelligence (AI), ethical considerations and compliance with regulatory frameworks are paramount. One such framework that's gaining attention is capAI, a tool designed to align AI systems with the European Union's ethical principles. This article will explore what capAI is, why it matters, and how Kontent.ai exemplifies compliance with this framework, ensuring that content creators, content managers, marketers, and the general public can trust in the responsible use of AI.

# What is capAI and why it matters

The capAI framework is a response to the need for ethical AI development, coinciding with the Artificial Intelligence Act in the European Union. Researchers from the University of Oxford have developed capAI as a method for assessing AI systems' conformity with the EU Artificial Intelligence Act. This tool translates high-level ethics principles into actionable and verifiable criteria, guiding the design, development, deployment, and use of ethical AI systems.

For customers, capAI serves as a means to verify that their AI suppliers are committed to diligent and ethical research and development practices. It's a reassurance that the AI systems they rely on are developed with trustworthiness as a cornerstone.

## Executive Summary

Kontent.ai is proud to announce that our AI capabilities meet the requirements set forth by capAI. Our commitment to ethical AI is reflected in the following key strengths:

- **Robust governance:** Kontent.ai's governance system ensures that all operations align with our mission and vision, actively involving executive team members and internal committees.
- **Tested AI models:** We employ thoroughly vetted, reviewed, and tested AI models to maintain the highest standards of quality and security.
- **Secure model operations:** Our models operate in a sandboxed environment, ensuring that customer data remains private and is never used to enrich or train the models themselves.

# How to work with this document

Kontent.ai has crafted a whitepaper to inform our customers about our internal operations and how they adhere to capAI's specific requirements. The document includes a table that should be read row by row, with each row addressing a particular requirement, our internal response, and additional recommendations. It's crucial for users to review these recommendations and fully utilize the security features of the Kontent.ai application to ensure compliance with the framework.

While the table showcases our compliance with relevant requirements, it is not exhaustive. We encourage customers to reach out to us through their customer representative or at [security@kontent.ai](mailto:security@kontent.ai) for any further inquiries.

Kontent.ai remains at the forefront of responsible AI use, and our compliance with capAI is a testament to our dedication to ethical AI practices. By choosing Kontent.ai, content creators and marketers can focus on delivering exceptional content, secure in the knowledge that their AI-driven insights and operations are ethically sound and compliant with the latest standards.

For more information on our governance, risk, and compliance practices, visit our blog at [Kontent.ai's Governance, Risk, and Compliance](#).

# Overview of the capAI requirements

Item	Requirement	Kontent.ai operational controls	Additional recommendations
<b>Organizational Governance</b>			
<p>1. The organization has defined the set of values that should guide the development of AI systems</p>	<p>Description of the norms and values</p>	<p>Kontent.ai responsible AI principles:</p> <ul style="list-style-type: none"> <li>› We use AI with guaranteed customer data privacy and security</li> <li>› We provide a clear shared responsibility model over AI</li> <li>› We ensure AI governance based on industry best practices and compliance with respective laws and regulations</li> <li>› We evangelize the benefits of AI and its responsible use</li> </ul>	<p>–</p>

Item	Requirement	Kontent.ai operational controls	Additional recommendations
2. These values have been published/ communicated externally	Short description of how values were communicated externally	Our responsible AI principles are transparently communicated via <a href="#">Trust and Governance page</a> .	–
3. These values have been communicated to internal AI project stakeholders	Short description of how values were communicated internally	Responsible AI principles have been presented to the whole company and are regularly discussed during AI-related meetings.	–
4. A governance framework for AI projects has been defined	Short description of the AI governance framework, i.e., how adherence to the organizational values will be ensured and demonstrated in practice	Kontent.ai is committed to providing responsible AI functionality and incrementally bringing new control mechanisms and improving existing controls according to NIST AI RMF, EU AI Act, and other frameworks.	We recommend customers establish their own governance framework, ensuring responsible use of Kontent.ai AI capabilities.
5. The responsibility for ensuring and demonstrating that AI systems adhere to defined organizational values has been assigned	Name(s) of the person assigned	<p>All the respective positions:</p> <ul style="list-style-type: none"> <li>› The top manager responsible for AI</li> <li>› Product owner</li> <li>› Project manager</li> <li>› Data scientist</li> </ul> <p>have been assigned in Kontent.ai, and the Responsible AI Committee was built as a governance body overseeing their work.</p>	We recommend that customers assign their own positions to ensure the responsible use of Kontent.ai AI capabilities.

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<b>Use Case</b>			
6. The objectives of the AI application have been defined and documented	Short description of the objectives of the AI application	For Kontent.ai application: By integrating AI natively, we enable content teams to efficiently produce, manage, and adapt content that is consistently aligned with their brand identity and requirements.	Customers should specify their own use cases for using AI functionalities and ensure these are aligned across the organization.
7. The AI application has been assessed against the ethical values	Ethical assessment	AI components used in Kontent.ai follow <u>general ethical values</u> .  Moreover, AI functionality is regularly tested in Kontent.ai to ensure ethical aspects have been addressed.	Customers are welcome to perform their ethical assessments or additional tests.
8. Performance criteria for the AI application have been defined	Requirement specification document	In Kontent.ai, performance criteria are specified, including but not limited to response time, scalability, or availability.	If there are specific performance criteria for AI needed by the customers, they should establish their requirements and communicate them with Kontent.ai as needed.
9. The overall environmental impact of this AI application has been assessed	Assessment of the environmental impact of the AI application	Kontent.ai utilizes Azure AI services, which have committed to focusing on four key areas of environmental impact on local communities: <b>carbon, water, waste, and ecosystems</b> . <u>For more information, see this page.</u>	-

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<b>Stage Development / Data</b>			
10. The data used to develop the AI application has been documented	List of data used in the AI application	Kontent.ai maintains a registry of the model and the data used by the application.	-
11. Data used in the development has been checked for representativeness, relevance, accuracy, traceability (e.g., external data), and completeness	Data impact assessment; see, e.g., IAF Ethical Data Impact Assessment or CNIL Privacy Impact Assessment	The quality of the data used is reviewed and tested during the AI Secure Software Development Lifecycle.	-
12. The risks identified in the data impact assessment have been considered and addressed	Handling missing data; handling imbalance data; scaling; normalization	The quality of the data used is manually tested during the AI Secure Software Development Lifecycle.	-
13. Legal compliance with respect to data protection has been assessed, e.g., GDPR	Data compliance assessment, including a list of protected attributes	Kontent.ai is compliant with GDPR. Customers' data remain in the same region as other data.	Customers should ensure that they meet their obligations as data controllers for personal data processed by Kontent.ai application.

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<b>Model</b>			
14. The source of the model has been documented	Source of the model	Kontent.ai documents the respective models used in the AI applications.	For an up-to-date list, contact your Kontent.ai representative.
15. The selection of the model has been assessed with regard to fairness, explainability, and robustness	List of risks identified	Accuracy, relevance, etc., are regularly checked during testing and evaluating new versions of LLM models. AI-related risks are gradually identified, managed, and included in the risk register.	-
16. The risks identified in the model have been considered and addressed	List of assurance countermeasures	Chosen Kontent.ai countermeasures: <ul style="list-style-type: none"> <li>&gt; Content filtering is in place</li> <li>&gt; Quality assurance testing of LLM</li> <li>&gt; Vetting of new models and testing of potential flaws</li> </ul>	Customers are advised to apply further risk reduction measures as applicable.
17. The strategy for validating the model has been defined	Brief description of the validation strategy	Models used by Kontent.ai have to meet predefined quality criteria that are based on responsible AI principles.	-
18. The organization documented the AI performance in the training environment	Performance on the training set in relation to agreed objectives	Implemented AI functions work only with the provided context, not a separate training set. The performance of system prompts and configuration is documented in internal documentation.	-
19. The setting of hyperparameters has been documented	Justification for the selection and levels of hyperparameters used	Vendor-default hyperparameters are used; there are no derivations from Kontent.ai.	-



Item	Requirement	Kontent.ai operational controls	Additional recommendations
20. The model fulfills the established performance criteria levels	Documentation of model performance	Models have to meet predefined quality criteria that are based on responsible AI principles. Performance is tested manually on predefined supporting scenarios.	If there are specific performance criteria for AI needed by the customers, they should establish their requirements and communicate them with Kontent.ai as needed.
<b>Evaluation</b>			
21. The strategy for testing the model has been defined	Short description of the validation strategy	Models have to meet predefined quality criteria that are based on responsible AI principles.	–
22. The organization has documented the AI performance in the testing environment	Documentation model performance on the testing set in statistical terms	Internal documentation on testing is in place.	–
23. The model has been tested for performance on extreme values and protected attributes	Short description of performance on extreme values and protected attributes	Used LLMs incorporate mechanisms for fair and unbiased AI, supporting responsible AI principles. Models are tested using various testing scenarios.	–
24. Patterns of failure have been identified	FMEA, e.g., error curves, overfitting analysis, exploration of incorrect predictions	Limitations and incorrect behavior are documented in the internal knowledge base.	–
25. Key failure modes have been addressed	Short description of how to resolve or account for key failure modes	Users are informed about various failure events via a web interface (app.kontent.ai), where interactive AI functionality is presented.	Customers are advised to contact support via built-in chat, email, or phone to resolve any issues.

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26. The model fulfills the established performance criteria levels	Documentation of model performance	Models have to meet predefined quality criteria that are based on responsible AI principles. Performance is tested on predefined scenarios.	–
27. The deployment strategy has been documented	Short description of the deployment strategy	Deployment is performed via Infrastructure-as-a-Code to guarantee persistent behavior across various regions and data centers.	–
28. The serving strategy has been documented	Short description of the serving strategy	AI functionality is available in the early access program.	Follow the Kontent.ai changelog and news feed to get the latest information about the availability of various AI features.
29. The risks associated with the given serving and deployment strategies have been identified	Short description of identified risks	Deployment strategy risks are processed and regularly evaluated at least once a year.	–
30. The risks associated with the given serving and deployment strategies have been addressed	Short description of how to resolve or account for key risks	Risks are identified and analyzed using risk quantification based on OpenFAIR taxonomy. Top risks are addressed by risk owners.	Any risks identified by customers should be further communicated to Kontent.ai via <a href="mailto:security@kontent.ai">security@kontent.ai</a> .
31. The model fulfills the established performance criteria levels in the production environment	Performance in the production environment	Performance in the production environment is manually monitored and extensively evaluated during architecture changes, such as deploying a new LLM.	–

Item	Requirement	Kontent.ai operational controls	Additional recommendations
<b>Operation</b>			
32. The risks associated with changing data quality and potential data drift have been identified	A short description of the risks associated with data quality is captured (e.g., data drift, bias drift, feature attribution drift)	Data quality risks are processed and regularly evaluated at least annually.	–
33. The risks associated with model decay have been identified	A short description of the risks associated with model decay is captured	Model decay risks are processed and regularly evaluated at least annually.	–
34. The strategy for monitoring and addressing risks associated with data quality and drift; and model decay has been defined	Outline of monitoring strategy (e.g., error classification, critical threshold values for data drift and model decay)	Content filters and custom error classification are in place to provide customers with more details if AI operation fails.	Customers should capture the details from monitoring and report any issues to Kontent.ai.
35. Periodic reviews of AI applications with regard to ethical values have been set	Review schedule and format	AI functionality is manually reviewed before each major release.	Customers are welcome to perform further testing as needed.
36. The organization has a strategy for how to update the AI application continuously	Frequency of updates and documentation of model changes	Regular meetings are established to document strategy progress in time. Models are updated when there is a new compatible model with better performance.	–

Item	Requirement	Kontent.ai operational controls	Additional recommendations
37. A complaints process has been established for users of the AI system to raise concerns or suggest improvements	Short description of the complaints process (e.g., point of contact)	Customers may use built-in chat to provide any feedback or complaints.	Any feedback on the operation of the AI functionality of the Kontent.ai application is welcome and appreciated. Please contact us via Customer Support or a dedicated Customer Success Manager.
38. A problem-to-resolution process has been defined	Outline of problem-to-resolution process	Customer feedback is collected, aggregated, and prioritized by Product Management.	Any feedback on the operation of the AI functionality of the Kontent.ai application is welcome and appreciated. Please contact us via Customer Support or a dedicated Customer Success Manager.
<b>Retirement</b>			
39. The risks of decommissioning the AI system have been assessed	Documentation of decommissioning risks	Decommissioning risks are processed and regularly evaluated at least once a year.	Customers should manage the risks of decommissioning in their own risk registers as well.
40. The strategy for addressing risks associated with decommissioning the AI system	Outline of the strategy to manage the risks of decommissioning AI (e.g., data residuals: what will happen to data records, model accessibility, and interfaces to other systems)	AI functionality is not a critical component of Kontent.ai. The decommissioning will not have a major effect on the confidentiality, integrity, or availability of customers' data. Delivery API and other APIs are not affected at all.	Customers should manage the risks of decommissioning in their own risk registers as well.

# CapAI External Scorecard

## Purpose

The Kontent.ai application is an AI-powered headless Content Management System, which brings unparalleled return on content for organizations.

It utilizes AI for automation in content management, including content creation, review, categorization, translation, and release flow

## Values

Our values for AI development and usage in Kontent.ai are:

- > Guaranteed customer data privacy and security
- > Clear shared responsibility model
- > We ensure AI governance
- > We evangelize the benefits of AI

More details can be found at:

<https://kontent.ai/trust-and-governance>

## Data

Context of the customer environment and customer content.

Data is stored in a dedicated cloud environment with logical separation; no model training or enrichment happens on the master level. The customers can enable or disable the AI functionalities through settings.

Protected attributes may be used depending on the customer's choice.

## Governance

Kontent.ai's Responsible AI Committee is in charge of overseeing AI values. The team can be reached via [security@kontent.ai](mailto:security@kontent.ai), subject starting with "AI."

First deployment: June 15, 2023

Last review: June 2024

Next review: December 2024

# About Kontent.ai

Kontent.ai's mission is to help the world's leading organizations achieve an unparalleled return on their content. In the industry's first AI-powered CMS, content teams plan, create, and optimize content and deliver it to any channel—quickly, securely, and flexibly. Kontent.ai is designed to support organizations with exacting governance requirements, often in highly regulated industries and with complex content value chains.

Tight permissions control all operations; enterprise-grade security and privacy keep content safe. With a demonstrated ROI of 320%, Kontent.ai customers, including PPG, Elanco, Zurich Insurance, Cadbury, and Oxford University, benefit from a measurable step change in how their teams operate, increasing content velocity, mitigating risk, and maximizing yield. Kontent.ai is a Microsoft partner, MACH Alliance member, and recognized vendor by Gartner and Forrester. Learn more at: [kontent.ai](https://kontent.ai).

Want to see Kontent.ai in action?

Schedule a demo



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