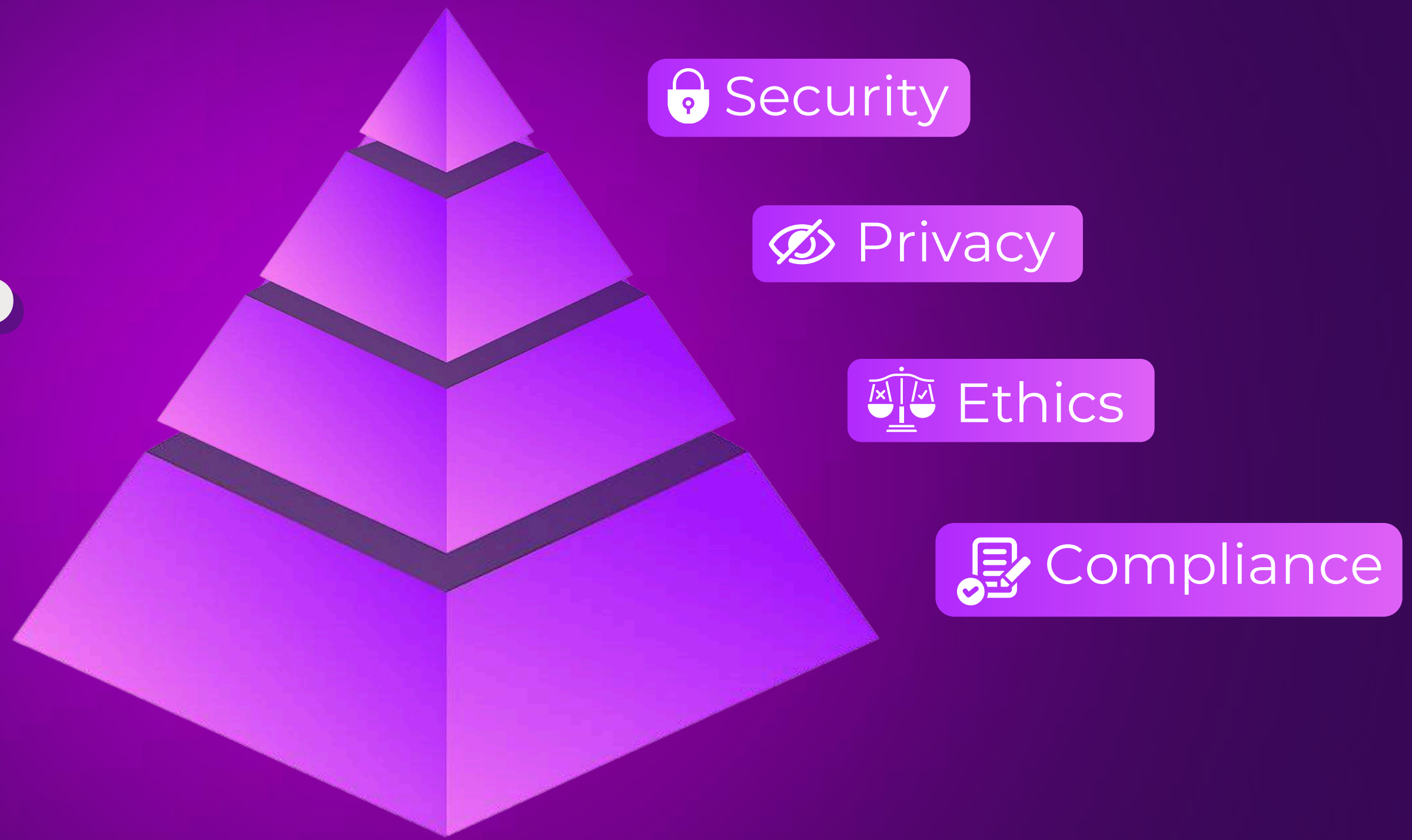


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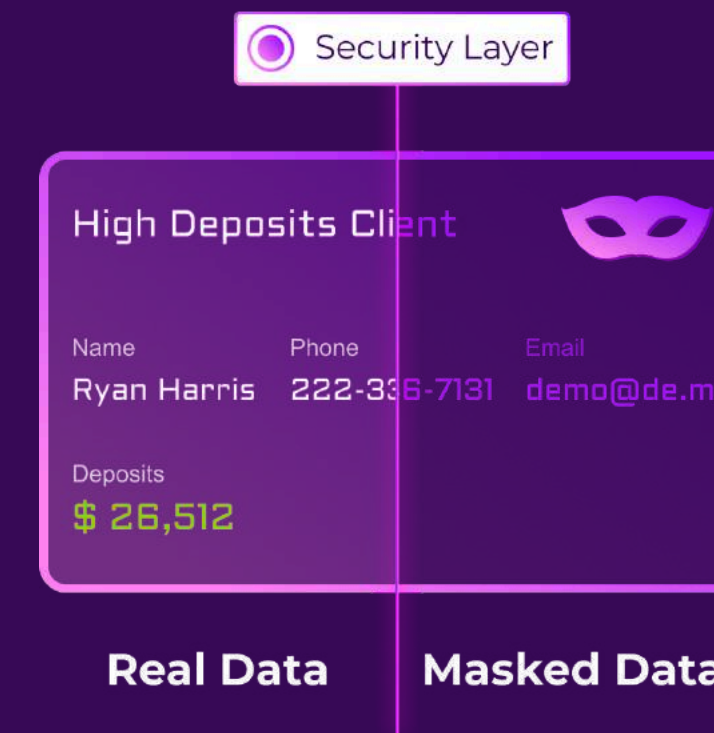
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Security

Your PII and PHI data stays in Salesforce, not in LLM



Secure your AI instance

Goal	Requirement	Solution	Resource
Safeguard against data breaches	Prevent unauthorized access and tightly control your BYOM (Bring-Your-Own-Model) / vendor supplied AI	<ul style="list-style-type: none"> • Ensure due diligence to select enterprise grade AI vendors, and ask for clear data security and retention agreements • Consider Shield Event Monitoring, and use solutions like GPTfy that enforce multi - layered security. 	<p><u>GPTfy - Product Architecture and Security Explained</u></p>
Secure Salesforce & AI access	<ul style="list-style-type: none"> • Prevent PII and PHI data from flowing to AI • Allot separate instance & credentials for non-production AI instances 	<ul style="list-style-type: none"> • Mask and de-mask your sensitive data before sending it to the AI and after it generates the output with a security layer on GPTfy • Use named & external credentials only, preferably JWT (if possible) • GPTfy uses Mutual TLS (mTLS) where possible for communication attempts to/from AI API 	
Limit access to AI API users	Enforce limits on API usage to prevent abuse and ensure fair access for all users	<ul style="list-style-type: none"> • Use new Integration user license for AI integration user that retrieves/updates Salesforce • Limit access to just the objects/fields as required by the integration process 	

Privacy

Tune your organization for AI while maintaining privacy standards



Eliminate Privacy Concerns with AI

Goal	Requirement	Solution	Resource
<p>Comply with privacy laws - GDPR, CPRA, CCPA, and others</p>	<ul style="list-style-type: none"> Limit AI processing of customer data based on customer location, consent (opt-in), or legitimate basis. Select AI use cases that align with legitimate basis 	<p>Apply GPTfy’s capabilities to address the following:</p> <ul style="list-style-type: none"> Enable AI / Prompts with GPTfy according to the user, object, record type etc. User: Assign AI capabilities to specific users only. For example, Only deploy GPTfy/AI for US users only, in a global Salesforce Org. Object, Record Type and Others: Configure prompts to process records by location or consent. 	<p><u>GPTfy - Privacy, Ethics, Compliance Explained</u></p>
<p>Protecting sensitive data and ensure customer data privacy</p>	<p>Apply general privacy principles and best practices</p>	<p>Ensure collection limitation, data quality, purpose specification, accountability and individual opt-in</p>	

Ethics

Great AI-Power calls for great responsibilities



Use AI Ethically & Responsibly

Goal	Requirement	Solution	Resource
Prevent Bias	<ul style="list-style-type: none"> Avoid fully automated AI use cases initially to prevent bias Avoid using proxy variables 	<ul style="list-style-type: none"> Ensure a human is in the loop: Closely monitor content generated by AI Ensure that AI models do not use variables that indirectly introduce bias. 	<p><u>GPTfy - Privacy, Ethics, Compliance Explained</u></p>
Prevent Toxicity	Enforce an AI quality assurance policy to detect toxicity	Apply regular data audits and unbiased training where applicable	
Reduce Hallucinations	<ul style="list-style-type: none"> Set the AI tool to more deterministic and less imaginative Provide AI with more context to prevent misinterpretation 	<p>Reconfigure the AI at a lower temperature seamlessly with GPTfy.</p> <ul style="list-style-type: none"> Well tagged data prevents the AI from guesswork Well grounded prompts give proper context to the AI with 	
Control narrative - AI will replace humans	Alleviate concerns and fears due to AI hype, by raising awareness around AI's potential and judicious usage	Educate your staff on AI to help them understand the difference between the noise around AI and the reality	

Compliance

Stay in compliance with local & global policies with AI



GDPR



HIPAA



ISO 27001



CCPA



FINRA



NIST

Stay Compliant & Deliver More with AI

Goal	Requirement	Solution	Resource
Follow data residency standards	Align the AI to comply with regional laws	<ul style="list-style-type: none"> Select AI hosted in region specific infrastructure to meet residency requirements Choose solutions like GPTfy that support multiple AI and region specific AI models. 	<p><u>GPTfy - Privacy, Ethics, Compliance Explained</u></p>
Other Data Compliance Requirements	Integrate external data sources, ensuring all-around compliance	GPTfy supports third party data sources and APIs, enabling compliance with regulatory requirements	



Use AI securely and responsibly on your Salesforce org



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