



Bonfy ACST™ for Customer Communications

Ensuring Safe and Compliant Customer Communications Using Generative AI

The Challenge

Generative AI (GenAI) is revolutionizing content creation, but its early adoption stage requires recognizing and mitigating associated risks with proper guardrails and oversight.

A common use case for GenAI is customer communications, which vary across departments like Finance, Legal, Sales, and Marketing. These communications can contain sensitive information and often lack oversight, introducing risks such as data leakage, misinformation, and regulatory compliance issues.



PRECISE RISK ANALYSIS



UNIVERSAL COMPATIBILITY



UNIFORM BUSINESS LOGIC APPLICATION



RISK DETECTION IN COMMUNICATION CHANNELS



AUTOMATIC RISK LABELING

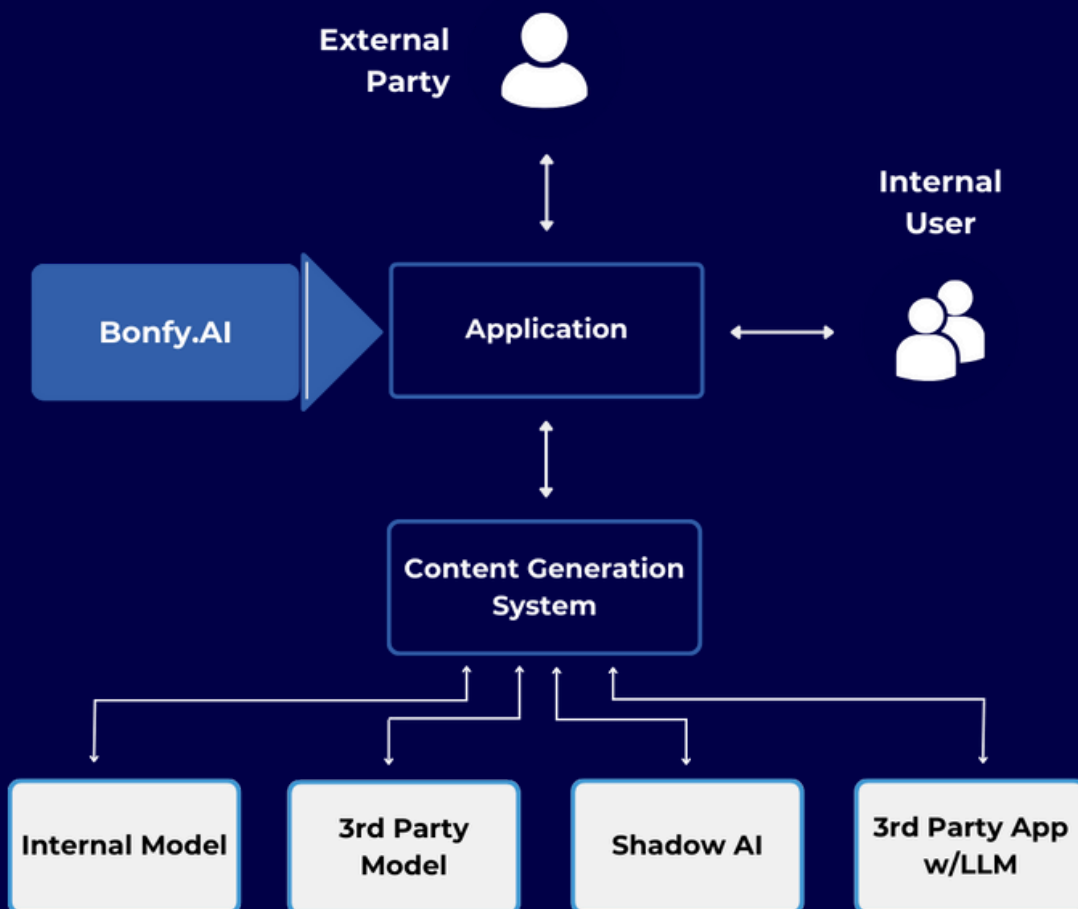


UTILIZES CONTENT AT REST CONTROLS

The Solution: Bonfy ACS

Bonfy.AI's adaptive content security solution, Bonfy ACST[™], ensures your organization's content is always safe and compliant, instilling confidence and trust. Acting as a guardian AI, our solution oversees both GenAI-generated and human-generated content, detecting and preventing risks related to cybersecurity, privacy, regulatory compliance, IP protection, business liabilities, and reputational exposures.

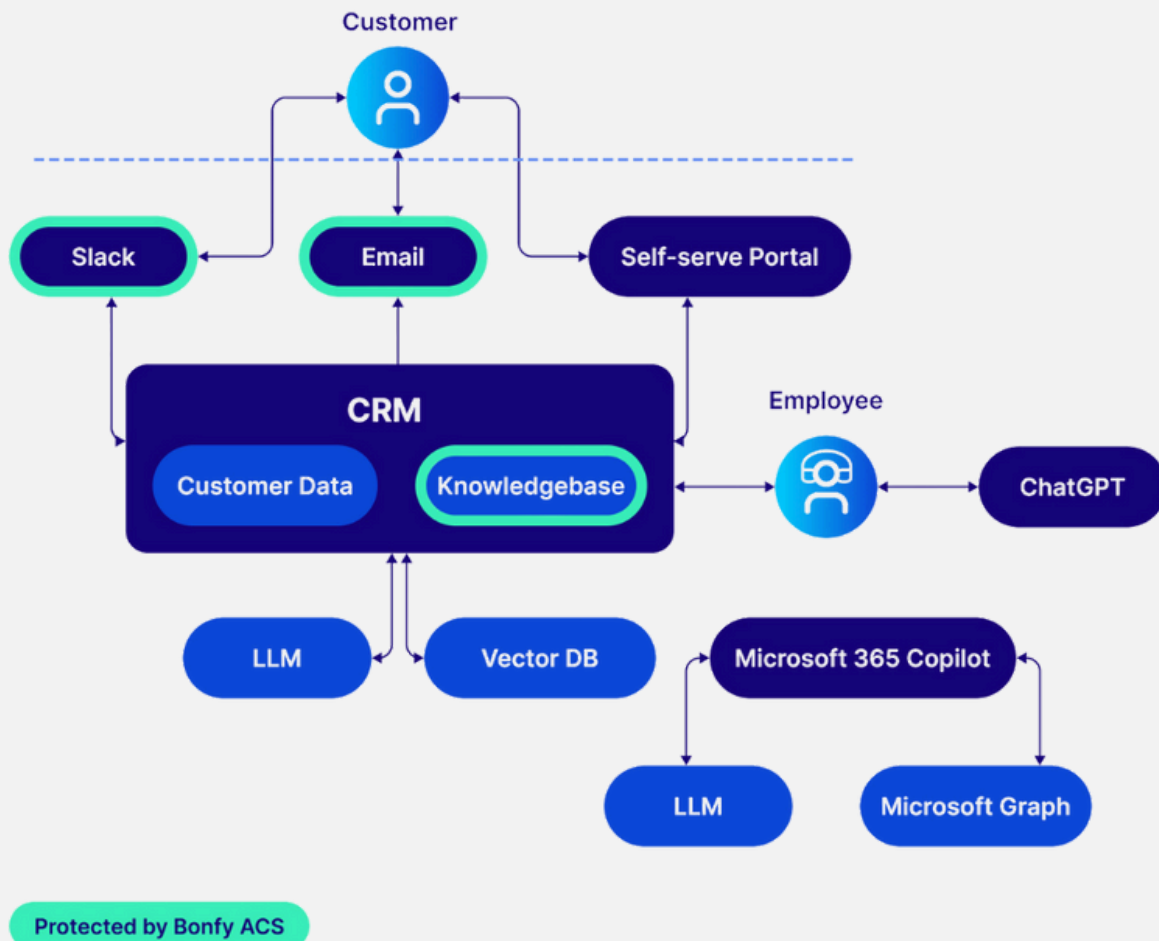
Unlike typical AI security tools that focus on protecting models and MLOps or DLP solutions that use string matches or keyword phrases, Bonfy ACST[™] targets content risks by analyzing the output of GenAI technologies. By applying business context and logic, we identify risks and remediation actions across all forms of content generation and editing, including SaaS applications with built-in GenAI (e.g., Microsoft 365 Copilot, Salesforce, Slack), internally trained models, third-party models, shadow AI, and human-generated content.



Solving for Customer Communication Security Challenges

Bonfy ACS addresses the challenges in customer communications by using various inputs, such as CRMs, knowledge bases, corporate databases, company policies, and regulatory guidance, to determine what is compliant and safe from risk. Unlike other solutions that secure the generation tool itself, Bonfy ACS is activated after content creation, ensuring the final output is compliant and secure, regardless of its origin. This is crucial as content often goes through multiple iterations and reviews, where risky language or information can be introduced.

Installed within the IT stack like a firewall or data security software, Bonfy ACS seamlessly integrates with existing systems to review and assess all external communications before dissemination. It uses contextual business-logic input to identify areas of risk and non-compliance, notifying the appropriate teams with remediation recommendations. This ensures that all content is vetted for efficacy and accuracy before reaching its intended audience through channels like email, Slack, Microsoft Teams, and data stores.



Value For Our Customer

Bonfy ACS complements existing data security platforms such as DLP, DSPM, and SSE as it is purpose-built for GenAI usage and can be deployed alongside them to offer a holistic content security experience.

Customers using Bonfy ACS to oversee their customer communication content achieve:

- **Accurate Risk Analysis:** Leveraging business-context awareness, Bonfy ACS delivers precise risk assessments tailored to your organization's specific needs.
- **Agnostic to Generation and Human Edits:** Bonfy ACS seamlessly integrates with both AI-generated and human-edited content, ensuring consistent protection.
- **Consistently Applied Business Logic:** Bonfy ACS enforces your organization's security policies uniformly across all content, minimizing the risk of human error.
- **Communication Channel Risks:** Bonfy ACS detects and prevents risks in communication channels (content in motion).
- **Alert System:** If any content does not align with the information found in these platforms, Bonfy ACS alerts the reviewers. This allows for necessary changes to be made before the communications are distributed.

Purpose-Built Content Security

With GenAI revolutionizing content creation, Bonfy ACS is a crucial guardian, ensuring that all customer communications are secure, compliant, and risk-free. By integrating seamlessly with existing systems and applying business-context logic, Bonfy ACS not only mitigates risks but also instills confidence and trust in every piece of content. Embrace the future of AI with Bonfy ACS, where innovation meets security and compliance.

Contact Us

For inquiries or additional information, please contact us at info@bonfy.ai.

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