

Perceptyx AI Offerings and Resources

Perceptyx is a Software as a Service provider that delivers employee survey and analytics solutions through our web-based People Insights Platform. The platform enables organizations to collect, analyze, and act on employee feedback to drive business outcomes. We integrate four key AI technologies to generate these insights:

- **Rules Based AI:** Makes decisions by following a set of predefined rules based on human expert knowledge.
- **Machine Learning:** Algorithms that learn patterns from data to improve predictions and decision-making over time without explicit programming.
- **Natural Language Processing (NLP):** Processes human language to analyze comments, categorize feedback, and extract meaningful insights.
- **Generative AI:** Creates new content, such as summarizing feedback or generating recommendations, based on patterns learned from large datasets.

Access and Control Over Access to AI Features

Customers maintain complete control over the activation of Generative AI features through a strictly opt-in framework. These tools are designed as optional enhancements and are not required for the core platform to operate. Customers can choose specific AI capabilities to enable based on their own internal compliance requirements and comfort levels and certain features can be enabled for specific employees only or for the entire organization. Features may also be disabled should the customer decide to do so.

AI Offerings, AI Features, and Data Retention

People Insights Platform

The People Insights Platform is our core offering and leverages Perceptyx's proprietary deep learning model for classification tasks, including comment and sentiment analysis, and machine learning (ML) and natural language processing (NLP) to classify open-ended survey comments, tagging them with themes, sentiment, and intent labels.

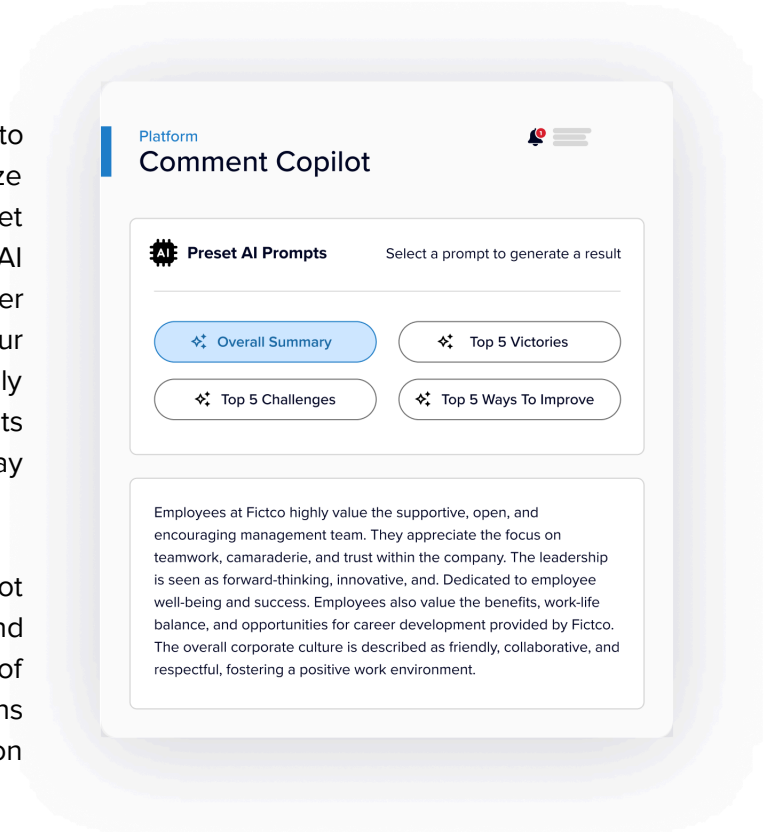
The People Insights Platform automatically categorizes thousands of comments into themes (e.g., "Pay," "Leadership") and gauges sentiment (Positive, Neutral, Negative). It also analyzes how employees are speaking by identifying five strategic categories: Approval/Praise, Wants/Preferences, Should/Suggest, and Needs/Concerns. A fine-grained emotion model detects six specific emotional valences—Anger, Fear, Love, Joy, Sadness, and Surprise—to help HR understand the "vibe" behind the data.

Survey data received through the People Insights Platform does not leave the Perceptyx environment and is subject to our standard data retention practices. No customer data is used to train or fine-tune the Perceptyx models.

Comment Copilot

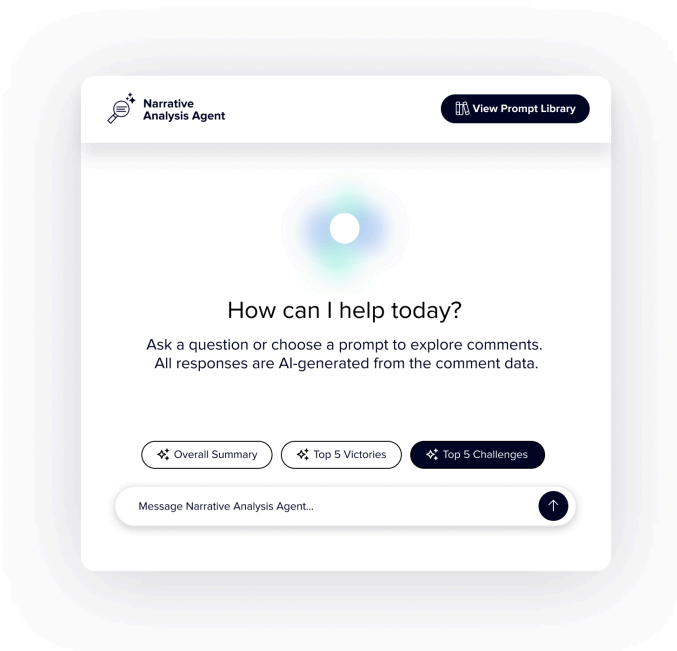
Comment Copilot leverages Generative AI to allow administrative users to summarize point-in-time survey comments using four preset prompts. Only the comment text is sent to OpenAI for processing. No demographic or other identifying information is sent to OpenAI. Our Named Entity Recognition Model is automatically applied to detect and mask names in comments before they are sent to OpenAI. However, it may not completely eliminate all risks.

Customer data used for Comment Copilot is not used to train the Perceptyx or OpenAI models and is deleted from OpenAI within 30 days as part of their standard logging process. Perceptyx retains data in alignment with our standard data retention practices.



Narrative Analysis Agent

Narrative Analysis Agent leverages Generative AI to allow admin users to summarize point-in-time survey comments by asking natural language questions or using preset prompts. Comment data and certain demographic attributes including tenure, location, department, and metadata, demographic information are sent to the model. Before sending data through the OpenAI API, we apply our Named Entity Recognition (NER) mask to identify and remove names as part of our data preparation process. While designed with safeguards, it may not completely eliminate all risks.



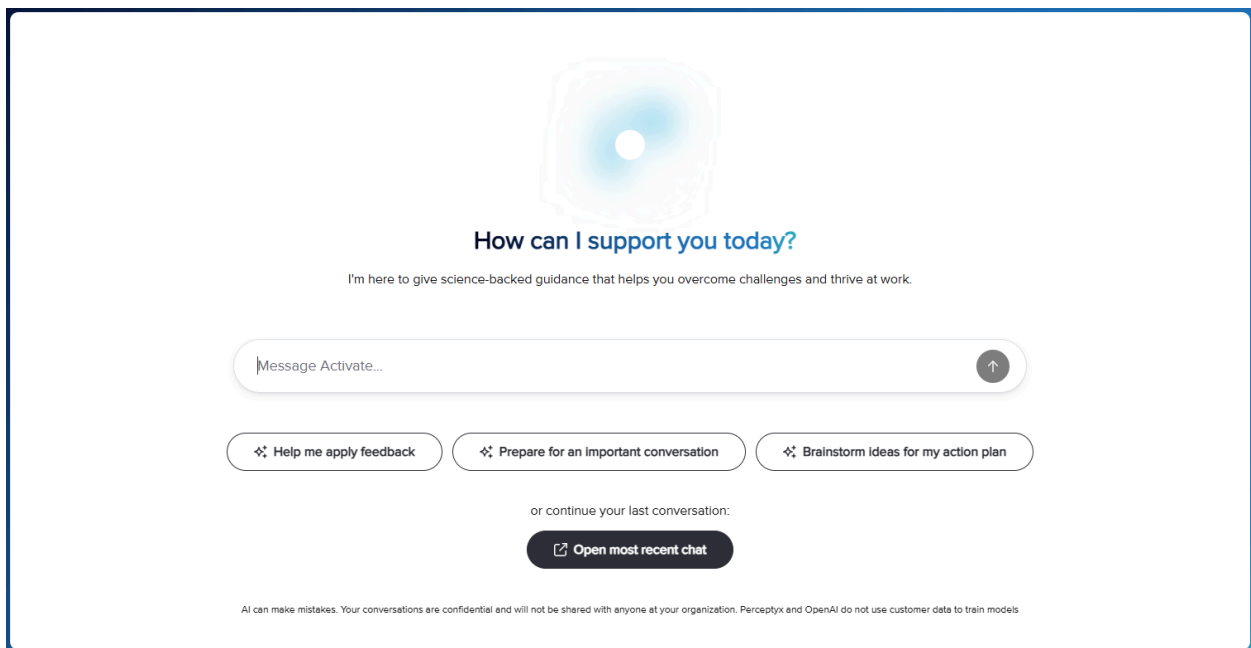
Data sent to the AI model is not used to train the Perceptyx or OpenAI models and is deleted from OpenAI within 30 days as part of their standard logging process. Perceptyx retains data in alignment with our standard data retention practices.

Data uploaded to AI Hub does not leave the Perceptyx environment and is subject to our standard data retention practices. No customer data is used to train or fine-tune the Perceptyx models.

AI Coach

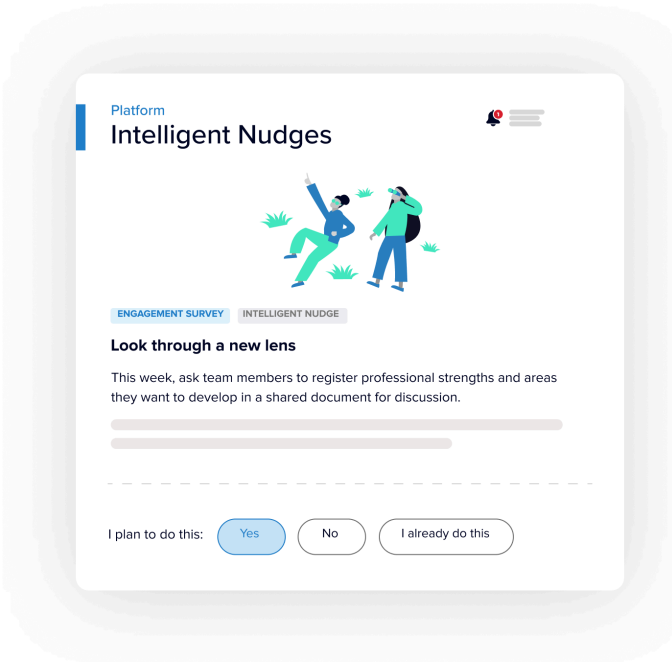
AI Coach is an on-demand, conversational chat interface that uses Generative AI to provide personalized coaching based on behavioral science. Users (as determined by the customer) interact with AI Coach by entering conversational prompts related to the workplace into the interface. Perceptyx has guardrails in place to discourage users from entering sensitive information into AI Coach. It also declines to answer questions unrelated to work and directs users to report harassment or other similar issues directly to the customer's HR. All information included in the prompt is sent to the model which could include personal or sensitive information if included in the prompt by the end user. Users should be advised to avoid entering sensitive information into the chat.

Data sent to the AI model is not used to train the Perceptyx or OpenAI models and is deleted from OpenAI within 30 days as part of their standard logging process. Perceptyx retains data in alignment with our standard data retention practices.



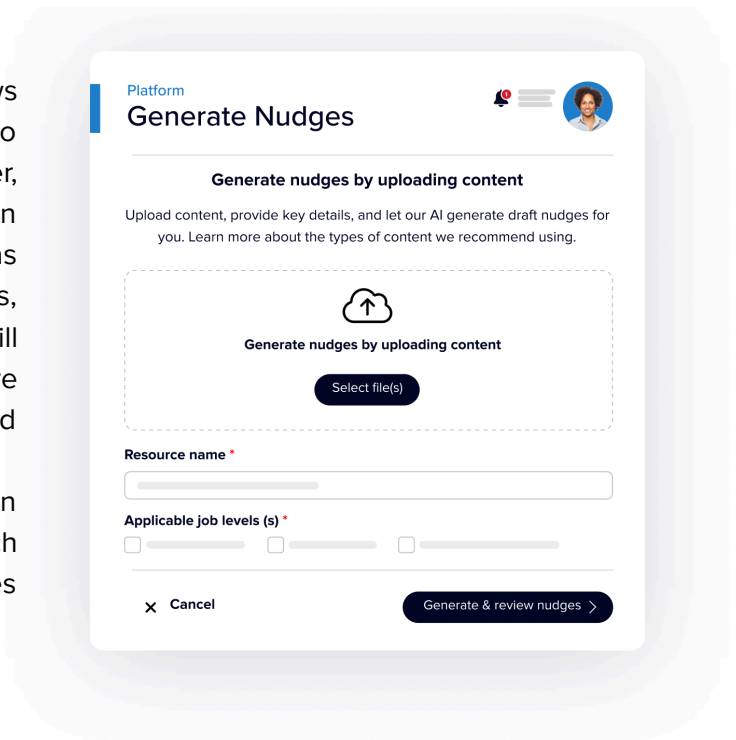
Intelligent Nudges

Perceptyx sends science-backed, bite-sized suggestions (nudges) to managers or individuals via Slack, Teams, or email designed to motivate change. Nudges are based on a user’s goals set in Activate and are derived from a content library created by Perceptyx. Perceptyx uses its own internal AI Insights Engine, not OpenAI, to determine which nudges to send to users and at which time. Customers can adjust nudges to adopt a customer’s internal jargon (e.g., “associate” vs. “employee,” “people leader” vs. “manager”), so the nudges feel appropriately tailored to the customer’s environment and organizational structure. Nudges can be sent to all levels of an organization, but the customer determines which levels of an organization receive nudges.



Nudge Generator

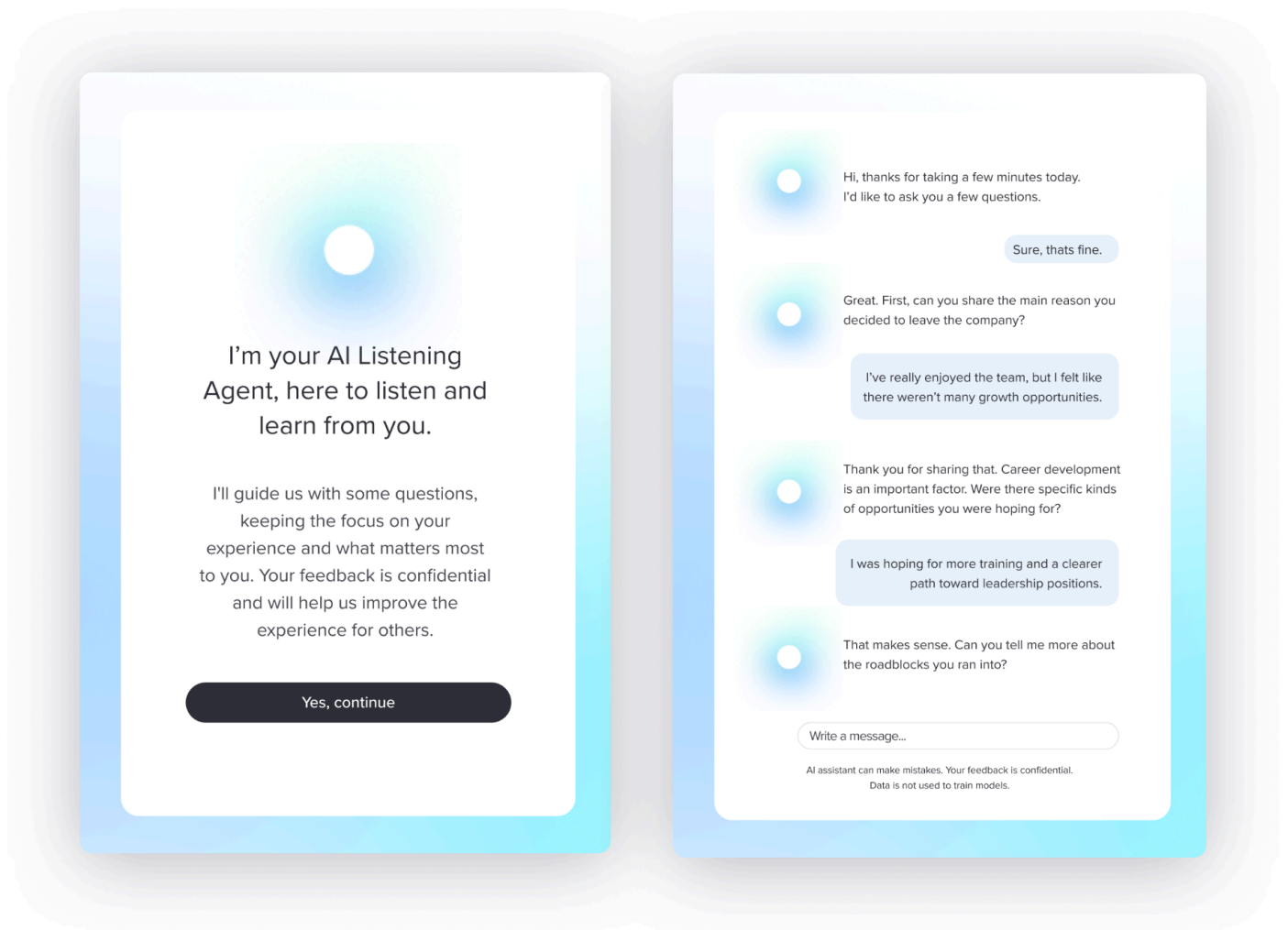
Like Intelligent Nudging, Nudge Generator allows customers to send small recommendations to individuals designed to motivate change; however, Nudge Generator creates nudges based on content provided by the customer, such as employee handbooks, training manuals, policies, guides, etc. Perceptyx uses OpenAI to distill customer content into nudges. Customers are responsible for uploaded content; they should own or have a license to use it. Nudges can be sent to all levels of an organization, but the customer determines which levels of an organization receive nudges (managers only, managers and employees, etc.)



Conversational Listening Agent

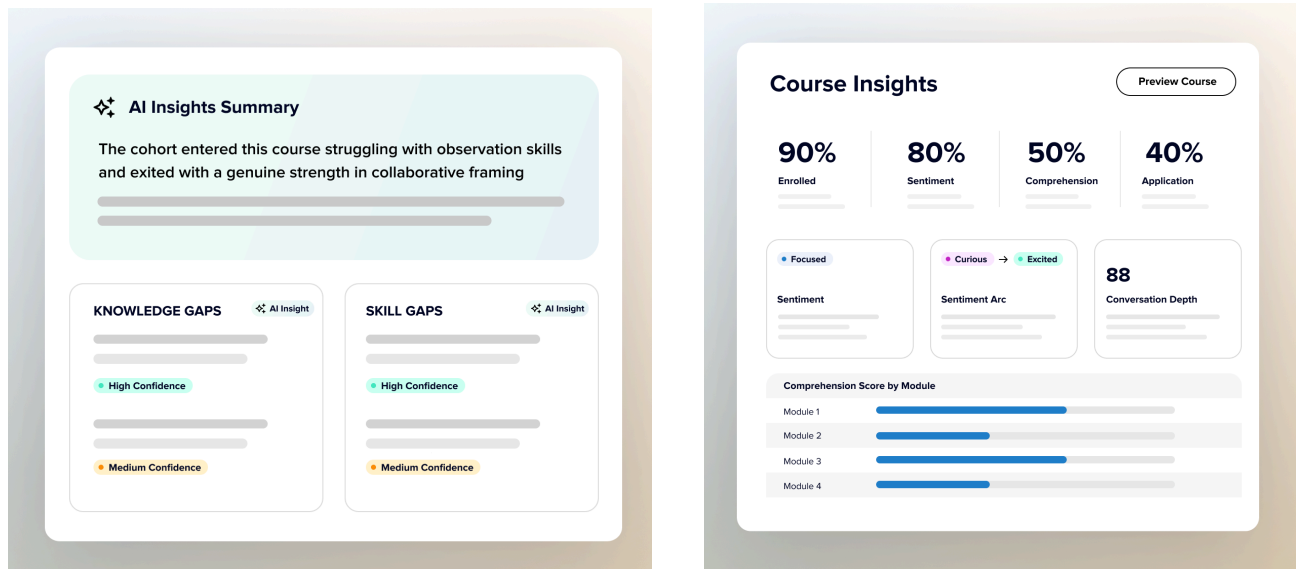
Conversational Listening leverages Generative AI to allow any user (as determined by the customer) to complete a survey using conversational answers to survey questions. All information included in the response is sent to the Generative AI model, which could include personal or sensitive information if included in the response. The end user controls what they include in the prompt, so users should be advised not to enter sensitive information into the survey.

OpenAI securely retains AI inputs and outputs and is required to delete the data within 30 days as part of their standard logging process, and Perceptyx retains a transcript of all conversations in alignment with our standard data retention practices. The conversations are processed by Perceptyx in the same way comment data is processed (NER masking and sentiment/theme/emotion analysis).



Develop

Develop leverages Generative AI to enable users on a variety of training and development topics. Administrative users upload content, such as employee handbooks, training manuals, policies, etc., and Develop transforms this content into conversational training sessions. Users interact with Develop by answering questions via chat. The user controls what they include in the conversation, so users should be advised not to enter sensitive information into the training. Leaders and administrators receive quantitative and qualitative summaries of the users' understanding of the material. Administrators may also review full transcripts of the conversation. Gemini securely retains AI inputs and outputs, and Perceptyx retains a transcript of all conversations in alignment with our standard data retention practices.



AI Hub

AI Hub utilizes Perceptyx's proprietary AI models to allow administrative users to analyze external data uploaded to the platform. Unlike Comment Copilot, which summarizes comment data, AI Hub is designed to categorize and label the external data rather than creating new content. External data uploaded to the platform is categorized by theme, sentiment, emotion, and intent leveraging the Perceptyx proprietary machine learning and natural language processing AI models.

Output Ownership

If a work is generated entirely by AI without significant human intervention, it generally cannot be copyrighted and effectively enters the public domain immediately. Similarly, simply "prompting" an AI to create a work is generally insufficient for the user to claim authorship.

While contracts may state that "as between the parties," a particular party owns the output, this is a contractual right, not a statutory copyright against the rest of the world.

Generally, only outputs generated by AI Hub, Conversational Listening, and Nudge Generator that leverage customer content may be owned by the customer. Output generated leveraging Perceptyx's proprietary information, such as Intelligent Nudges, remain property of Perceptyx. All other AI output created using Perceptyx's AI tools is generally not copyrightable.

Privacy and Security Commitments

Perceptyx is committed to responsible AI practices that prioritize data privacy and security. We maintain ISO 27001 (Information Security Management System) Certification, undergo annual SOC 2 Type 2, and are registered with the Data Privacy Framework Program. We are also actively pursuing ISO 42001 (Artificial Intelligence Management System) Certification.

Customer data is never used to train or fine-tune Perceptyx AI models or third-party AI models used for Generative AI features. Perceptyx also employs a Named Entity Recognition (NER) Masking Model to detect and mask names before processing, further promoting privacy and security.

Customer data is retained by Perceptyx for as long as an account is active or in accordance with the agreement between Perceptyx and the customer, unless Perceptyx is required by law or regulation to dispose of data earlier or retain data longer. Customer data is deleted within 30 days of a request by a current or former customer or in accordance with the customer's agreement with Perceptyx. Perceptyx does not store embeddings or derived data beyond the contractual retention window.

Recent rulings and state and international laws increasingly require businesses to disclose when AI was used to create public-facing content. Perceptyx meets this requirement by labelling where AI is used within our products.