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## Handling of Data in the PQi Service Related to AI Analysis

**This document provides additional information on how data is handled when using AI analysis in the PQi service. The document complements Binosight's Privacy Policy and specifically describes the use of OpenAI as a subcontractor for AI-generated analyses.**

The general rule is that Binosight only uses European subcontractors for hosting services, data storage, processing, and analysis, and that all servers used are located within the EU.

An exception to this principle is OpenAI, whose ChatGPT service is used to generate AI analyses of results from a PQi survey. OpenAI is a US-based company, which means that data is processed outside the EU.

### Opt In

Each user organization decides whether to activate Binosight's AI analysis feature. The feature is an opt-in and is enabled by the customer's main administrator.

If the feature is activated, users within the organization have the possibility to download the *AI Insight* report after a completed survey. If the feature is not activated, the report is not available.

### Data Processed in the AI Analysis

Personal data may be processed within the PQi service, for example contact details such as email addresses used for survey distribution. However, such personal data is not included in the data submitted for AI analysis.

As a general rule, personal data is therefore not processed in the AI analysis of a PQi measurement. The only potential source of personal data in the AI analysis is if a respondent includes information about an identifiable person in a free-text comment, which may occur in some cases.

### Types of Data Processed:

- A respondent's role and party affiliation in the project
- Project characteristics
- Responses to open-ended (free-text) questions
- Responses to rating (scored) questions

The way ChatGPT is used in the PQi service means that data is not used to train AI models.

Data may be retained by OpenAI for a limited period (typically up to 30 days) to ensure the safe and proper use of the service.