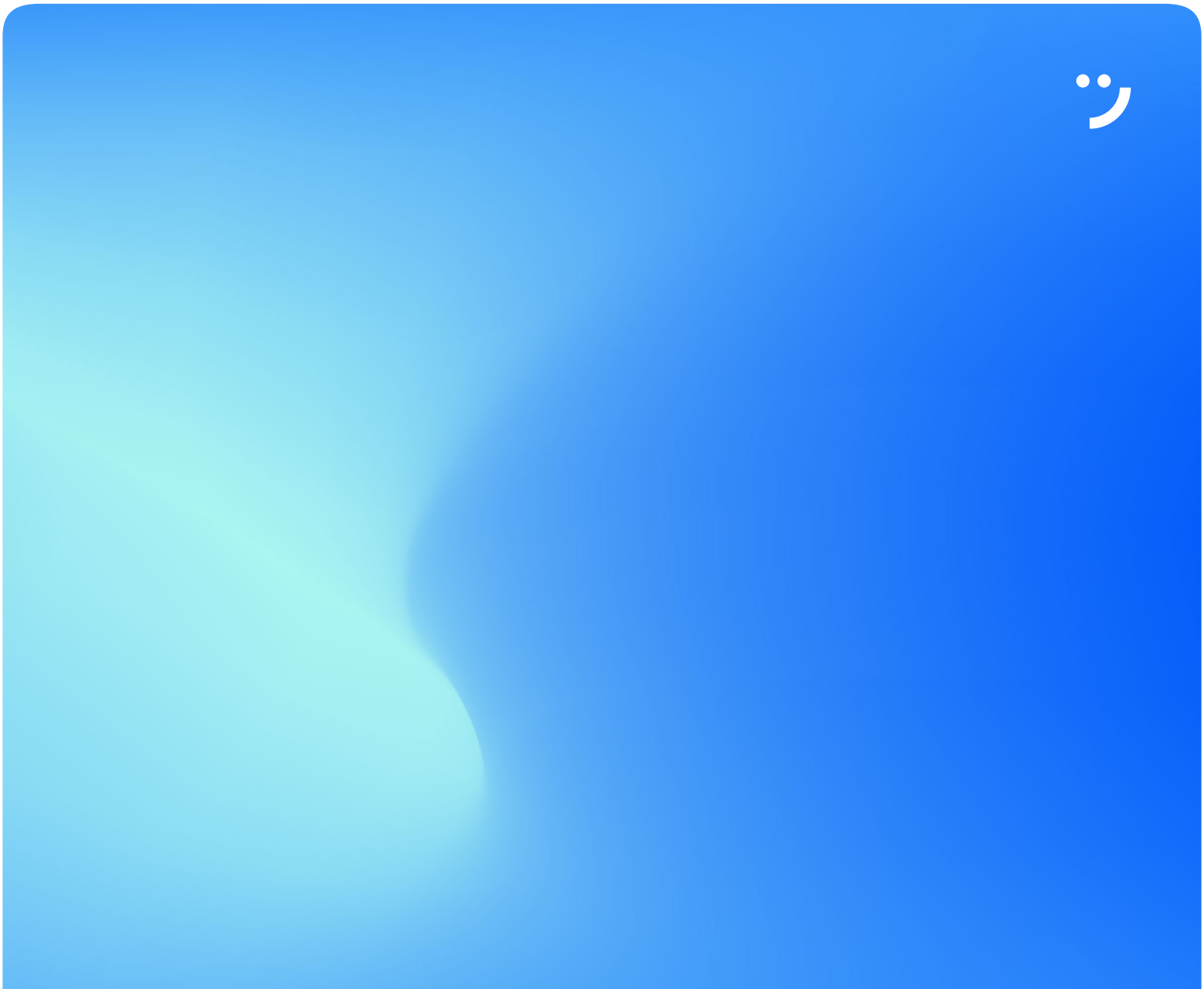
Whitepaper

NiCE

Trust, Safety, and Responsible AI at NiCE

Building a Secure, Governed, and Human-Centric AI Platform for Customer Experience



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Introduction: Building Safety and Trust in Human-Centric AI

NiCE is committed to human-centric AI, transforming the world through innovative, purpose-built solutions that automate engagements and enable proactive, safe, and intelligent actions. Our AI empowers individuals and organizations to innovate and operate efficiently, from initial interaction to final resolution, while prioritizing trust, safety, and transparency. This whitepaper outlines NiCE's responsible approach to AI across key areas spanning responsible AI and privacy; AI governance, compliance, and risk management; data management and security; and the AI implementation process.

Together, these commitments embed trust and risk mitigation into every stage of the AI lifecycle, giving organizations the confidence to leverage NiCE AI solutions to their full potential. By combining predictive AI, Generative AI, and intelligent agents, NiCE delivers customer experience technology for the AI-first era, personalizing experiences at scale, accelerating time to value, and driving meaningful business outcomes through AI designed for people.

Responsible AI and Privacy

Balancing Innovation with Responsible AI

NiCE AI solutions are designed to drive innovation without compromising responsibility. As AI adoption accelerates, organizations must balance speed and automation with ethical design, human oversight, and regulatory readiness. NiCE's commitments to balancing innovation and responsible AI include:

- Embed ethical AI principles throughout the full AI lifecycle
- Maintain human oversight over AI-driven decisions and automation
- Ensure solutions are operational, scalable, and regulatory-ready
- Adhere to global AI, privacy, and data protection standards

Without a comprehensive ethical AI strategy, organizations face increased risk of public mistrust, regulatory exposure, and missed innovation opportunities. NiCE ensures innovation advances responsibly, building trust while delivering measurable value.

Trusted Content Generation, AI Infrastructure and Observability

NiCE delivers secure, AI-native infrastructure and observability to power AI at scale with reliability and performance. Capabilities include:

- Secure, resilient AI infrastructure with continuous monitoring
- AI embedded directly into existing workflows and tools
- Trusted content generation using customer-owned data
- Orchestration of both NiCE proprietary CX AI models and securely deployed third-party models, including Generative AI, selected based on specific use cases

These capabilities:

- Accelerate investigation and resolution through intelligent actions
- Improve customer experiences and agent productivity
- Enable conversational AI, role-specific copilots, and knowledge automation
- Ensure consistent expertise transfer and operational excellence

The rapid adoption of AI across organizations underscores the critical need for robust AI ethics. As AI systems gain autonomy in decision-making and automation, ethical strategies and appropriate oversight must take center stage to support innovation.

Governance and Enablement

Responsible AI refers to the ethical design, development, and deployment of artificial intelligence systems in alignment with business values, societal expectations, and regulatory requirements. NiCE implements governance frameworks that ensure transparency in AI systems and data management. These frameworks provide clarity for product development teams to enact responsible AI practices and align with regulatory requirements. NiCE Responsible AI principles ensure that AI solutions are transparent, fair, inclusive, accountable, reliable, and secure. Use cases undergo rigorous review to ensure compliance with ethical standards.

NiCE has embraced these six core principles of responsible AI development and usage:

1. **Fairness** – AI systems must treat all individuals equitably by allocating opportunities, resources, and information in a fair and unbiased manner. We design solutions that allocate opportunities, resources, and information in ways that uphold fairness.

2. **Inclusiveness** – AI systems must empower and engage all individuals, regardless of background or ability, ensuring accessibility and inclusivity.

3. **Transparency** – AI systems must be understandable, enabling users to clearly interpret system capabilities and outputs. We strive to make capabilities clear so users can trust and interpret system outputs accurately.

4. **Accountability** – Humans must remain accountable for AI systems through defined oversight mechanisms, roles, and responsibilities. We establish oversight mechanisms and define roles and responsibilities to maintain control and governance.

5. **Reliability and Safety** – AI systems must perform consistently and safely across diverse conditions and contexts, including scenarios beyond their original design.

6. **Privacy and Security** – AI systems must be designed to protect customer information and uphold privacy through secure data handling and robust safeguards.

Privacy is a joint effort, and NiCE encourages clients to work in tandem and monitor their own sensitive data for PII, PCI, and PHI elements. Clients can connect with NiCE's dedicated Support or Success Teams for AI-related concerns. If errors or challenges arise, including model deviations, data inconsistencies, or bias claims, these teams manage the escalation process to ensure a swift resolution. NiCE monitors feedback for model drift and performance issues, applying updates via planned release cycles. For more information, please visit NiCE Security and Privacy.

AI Governance, Compliance, and Risk Management

Embedding AI Ethics in Product Development and Delivery

Ethical AI at NiCE is a disciplined approach to designing, developing, and deploying AI systems in alignment with business values, societal expectations, and regulatory requirements. Ethics are embedded across the full product lifecycle, from ideation to deployment and continuous monitoring, to mitigate risks such as bias and model drift.

How Ethics Are Embedded

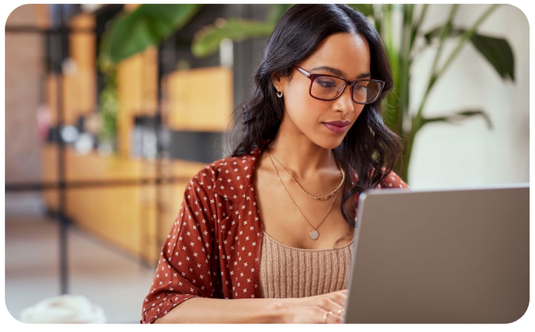
- Individual review of each AI use case, including Generative AI applications
- Identification and mitigation of AI-specific risks and ethical blind spots
- Alignment with leading AI governance and compliance frameworks

Embedding ethics into product development ensures AI innovation remains trustworthy, compliant, and sustainable, protecting both customers and long-term business value.

AI Governance Best Practices

NiCE's AI governance framework ensures that its AI solutions are developed and deployed in a responsible and effective way, paving the way for sustainable innovation and trust in the digital landscape. This framework encompasses:

- Strategic AI Asset Deployment: Align AI initiatives with defined business objectives
- Robust Risk Management: Promote transparency, accountability, and trust
- Aggregated Testing and Monitoring: Validate accuracy, fairness, and performance
- Clear Ownership and Controls: Define roles and responsibilities for ethical AI use



NiCE AI policies include the following best practices for AI Governance:

- Clear Ethical Principles: Fairness, reliability, inclusiveness, transparency, accountability
- Robust Governance Frameworks: Defined roles, responsibilities, and auditability
- Monitoring and Risk Management: Bias audits, drift detection, performance reviews
- Lifecycle Data Management: Controlled data collection, access, and deletion
- Human Oversight: Human review for critical AI decisions
- Privacy and Security Controls: Encryption, secure access, and safeguards
- Transparency and Explainability: Clear documentation of AI behavior and outputs
- Training and Enablement: Ongoing compliance and ethical AI training
- Governance for Innovation: Ethical review of use cases prior to deployment

The NiCE AI Code of Ethics

1. Transparency and engagement

a. Proactive disclosure - We commit to proactively disclose the use of AI in our solutions, ensuring our customers and stakeholders are fully informed.

b. Customer-Centric Explanations - Explanations of our AI system's operations are available, ensuring clarity about the data used, use cases and outcomes.

c. Stakeholder Collaboration - Integration of AI technologies are done with transparency, actively engaging with stakeholders to align AI applications with their needs and ethical standards.

2. Explainability and understanding

a. Comprehensive Documentation - We ensure detailed documentation of AI functionalities, use cases and outcomes, making this information accessible to those who use or areaffected by our technologies.

b. Explainability standards - Explainability standards, as set by our management team,are upheld across all business units, fosteringtrust, and understanding.

3. Validation and trust

a. Rigorous Testing - AI systems undergo stringent testing and validation to ensure accuracy, reliability, and purpose alignment, reinforcing stakeholder trust.

b. Representative Data - We commit to using diverse, accurate, and representative datasets to train our AI, ensuring decisions are made on a fair and unbiased basis.

4. Fairness and equity

a. Bias Mitigation - Our AI models are evaluated and refined to prevent bias and ensure equitable outcomes for all users, regardless of protected characteristics.

b. Inclusive Development - We prioritize the development of AI technologies that promote fairness, utilizing datasets that reflect the diversity of our global customers.

5. Ownership and accountability

a. Clear Ownership - Each team within NiCE establishes clear ownership for AI ethics guidelines, ensuring a structured approach to ethical AI development and use.

b. Control Mechanisms - Effective processes are in place to address and mitigate any potential harm caused by AI technologies, ensuring accountability, and offering remediation.

6. Safety, security and resilience

a. Safety First – Our AI models observe the applicable safety standards designed to decrease the risk of unintended consequences and errors.

b. Robust Protection - Our AI models are designed to be secure and resilient, incorporating advanced measures to safeguard against cyber threats and unauthorized access.

c. Continuous Improvement - Security practices are continually monitored and enhanced in response to evolving threats, ensuring the protection of our AI systems and the data they process.

7. Quality assurance and excellence

a. High Standards - Regular assessments and quality checks are conducted to ensure AI technologies meet NiCE's high standards of excellence and regulatory compliance.

b. Human Monitoring - Decisions made by AI applications are regularly monitored so that humanoverrule to algorithmic decisions can be applied if needed.

c. Bias Detection and Correction - We are committed to identifying and correcting any unintended biases or errors, maintaining an open line of communication with the management for transparency and oversight.

Conclusion

This AI Code of Ethics represents our commitment to ethical AI practices that respect individual rights, foster innovation, and deliver value to our customers and society. We recognize the importance of continuous evaluation and adaptation of our ethical guidelines to stay ahead of technological advancements and societal expectations. At NiCE, we are committed to using the power of AI responsibly and ethically, ensuring our technologies pave the way for a safer, fairer, and more productive future.

AI Data Management and Security Compliance

Secure-by-Design AI and Human Oversight

NiCE AI solutions follow the same rigorous security policies, compliance requirements, and software development standards applied across all NiCE products. Our AI systems are designed to augment, not replace, human decision-making, ensuring accountability and control at every stage. NiCE prioritizes client data management and confidentiality by following compliance and security measures that include:

- AI systems do not make independent decisions without human oversight
- Human-in-the-loop review by Subject Matter Experts (SMEs)

NiCE ensures compliance with global AI, privacy, and data protection regulations through continuous governance, oversight, and documentation. NiCE approaches compliance through the following:

- Comprehensive AI policies focused on responsible and ethical AI development
- Ongoing tracking of evolving AI ethics and regulatory requirements
- Human oversight throughout AI model development and execution
- Regular assessments, audits, and quality checks
- Documented testing methodologies for accuracy, fairness, and data protection

NiCE aligns with leading global regulations and standards, including GDPR, CCPA, and the EU AI Act, providing customers with confidence that AI solutions meet regulatory and ethical expectations.

Data Protection, Access Control and Monitoring

NiCE prioritizes client data confidentiality and integrity through layered security controls and continuous monitoring.

Data Protection and Access Controls

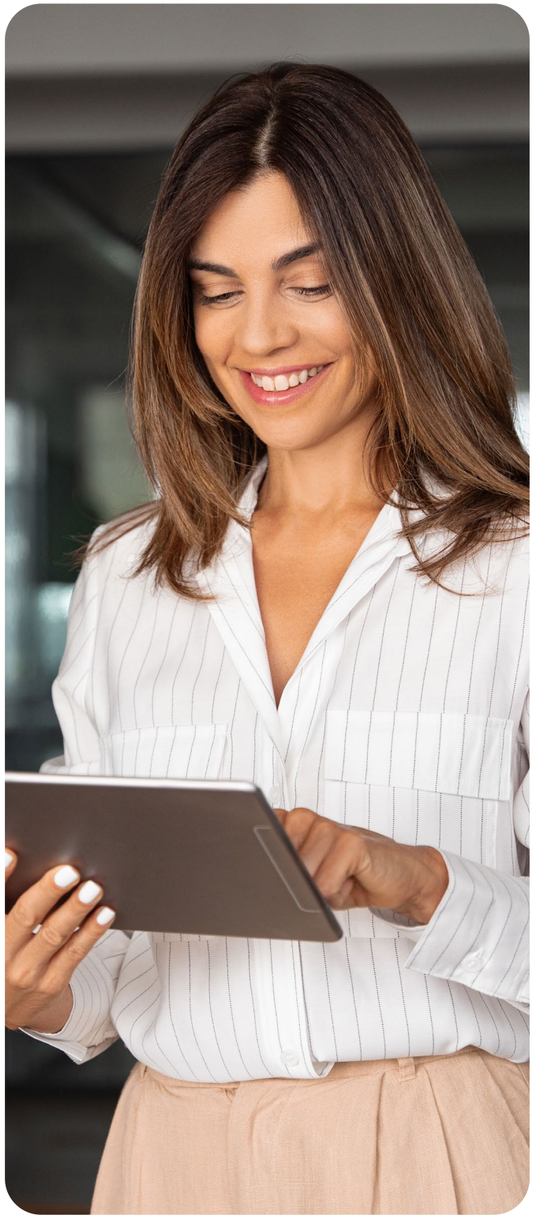
- Strict Role-Based Access Control (RBAC) following “least privilege” and “need-to-know” principles
- Network-level security controls and segmentation
- Secure data handling and protection protocols

Monitoring and Threat Detection

- Comprehensive system and application logging
- Continuous monitoring with system-level alarms
- Robust procedures to detect, investigate, and neutralize security threats

Security Assurance

NiCE’s layered security, monitoring, and access controls provide customers with confidence that AI systems and data are protected throughout the AI lifecycle.



NiCE CXone Security and Compliance model

Network Security
- Firewalls & IDS/IPS
- DMZ for Internet Facing Application servers
- Regular scans & threat tracking
- AWS security & more

Compliance & Certifications
- SOC 2 Type II
- GDPR
- FedRAMP
- CPNI
- HIPAA
- PCI DSS
- ISO 27001 & more

Storage Practices
- File integrity monitoring
- Strong encryption
- Key management
- Database redundancy & replication
- Encrypted AWS storage & more

Monitoring & Management
- 24/7/365 NOC & CSOC
- Monthly & emergency patch management
- RBAC & risk management process
- Secondary operational site & more

Application Design
- Secure code development
- QA, unit & regression testing
- Redundant & fault tolerant design
- MFA, FIM, SSO & more

Physical Security
- Redundant equipment & network design
- Geographically diverse data centers
- 24/7/365 multi-layer security access
- Emergency generators & more

The NiCE CXone Security and Compliance model details the security measures used within the CXone infrastructure, ranging from physical security to network monitoring layers.

AI Implementation Process

Purpose-Built AI Systems for Measurable Impact

NiCE activates the full potential of AI through a systematic, use-case-driven approach supported by a diverse ecosystem of purpose-built AI systems. Each system is precisely engineered for a specific function, enabling customers to address a broad range of business needs with clarity, control, and measurable outcomes. AI system design principles include:

- Purpose-built NiCE CX AI Models aligned to distinct business objectives
- Use-case-specific model selection to ensure relevance and accuracy
- Deployment of NiCE proprietary AI models and trusted third-party models, including Generative AI, within secure private environments

Purpose-built NiCE CX AI Models ensure outcomes are explainable, testable, and aligned to real business value, reducing risk while accelerating impact.

Responsible Deployment, Oversight and Scalability

NiCE brings AI model deployment to life through a comprehensive, end-to-end implementation process designed for reliability, governance, and scale.

Deployment Process

- **Pre-built Testing:** Models are tested in advance to ensure reliability and performance
- **Expert Validation:** Subject Matter Experts (SMEs) validate models against industry standards and regulatory expectations
- **Seamless Integration:** Smooth integration into the NiCE CX AI platform
- **Human Oversight:** Continuous human review to support responsible AI decision-making

Scalability and Customization

- Architected to scale seamlessly for all organization sizes, from startups to global enterprises, enabling AI solutions to adapt to evolving business needs while maintaining performance, reliability, and regulatory compliance
- Scales to support increasing data volumes and user demands

NiCE's disciplined deployment process ensures AI solutions are reliable, scalable, and responsibly governed, empowering customers to adopt AI with confidence from pilot to enterprise scale.

Conclusion: Innovate Responsibly with NiCE

Build trust through responsible innovation: NiCE is committed to advancing AI in a way that balances innovation with accountability. By embedding ethical principles, human oversight, and regulatory alignment into every stage of the AI lifecycle, we ensure that organizations can adopt AI confidently while maintaining transparency, fairness, and long-term trust.

Secure data, prioritize privacy, and manage risk: From privacy-by-design development practices to robust governance and layered security controls, NiCE safeguards client data and mitigates operational risk. Our disciplined approach to compliance, monitoring, and model oversight ensures AI systems remain reliable, auditable, and aligned with global regulatory standards.

Experience scalable and measurable business impact: Through purpose-built AI models, secure infrastructure, and a structured implementation process, NiCE enables organizations to realize measurable outcomes at scale. By aligning AI initiatives to clear business objectives and maintaining continuous oversight, we help customers unlock the full potential of AI, responsibly and safely.

"Trust is the foundation of exceptional customer experiences. That's why we've built our platform with security and privacy at its core, backed by AI governance and compliance frameworks that evolve with regulatory demands. When organizations operate with confidence in their technology, they're free to deliver the service experiences that set them apart."

Scott Russell
CEO of NiCE

About NiCE

NiCE is transforming the world with AI that puts people first. Our purpose-built AI-powered platforms automate engagements into proactive, safe, intelligent actions, empowering individuals and organizations to innovate and act, from interaction to resolution. Trusted by organizations throughout 150+ countries worldwide, NiCE's platforms are widely adopted across industries connecting people, systems, and workflows to work smarter at scale, elevating performance across the organization, delivering proven measurable outcomes.

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