

Responsible AI that you can trust

At DocuSign, trust is at the heart of everything we do. We deeply value the trust our customers place in us, and we've developed advanced AI Trust capabilities to promote responsible AI innovation across our platform.

With DocuSign, customers can rest easy knowing they have complete control over their agreement data and that it remains private, secure, and adheres to relevant data standards. You can also trust that DocuSign AI outputs have been rigorously tested for accuracy and reliability. All of this is supported by DocuSign's proprietary data storage and compute layer designed to adapt to emerging data standards.

At DocuSign, our AI Trust capabilities fall under 4 broad categories:



1. Data Protection & Security

Data protected at every step

Trust in the robust protection of your agreement data. When you use DocuSign AI, your data is encrypted both in transit and at rest. If you consent to sharing data for AI/ML training, it is aggregated and anonymized before use. DocuSign utilizes both proprietary AI models developed in-house and Microsoft Azure OpenAI. DocuSign does not use your data to train Azure OpenAI.

Capabilities

Privacy-by-Design features in our storage and compute layers, such as anonymization, aggregation, and encryption, to protect your data.

Anonymization that identifies and anonymizes sensitive information through redaction, masking, and replacement with non-sensitive alternatives.

Aggregation that combines and merges data into a unified set to desensitize the source data.

Encryption that prevents unauthorized users from accessing customer data.

2. Transparency

Your data, your control, always

Shape your data's role in AI innovation at DocuSign. Your anonymized data is only used for AI/ML training with your consent, and you have the flexibility to manage your consent. Make informed decisions confidently with clear documentation available at your fingertips.

Capabilities

The publicly published **AI Attachment**—a comprehensive set of terms governing AI/ML use—clarifies how and whether your data is used for AI/ML model training at the time of purchase.

AI Data Controls setting within the product, allowing you to manage whether your data is used for AI/ML training post-purchase.

Publicly available **support documentation** that provides detailed guidance on the features and workings of DocuSign AI.

3. Accuracy & Fairness

Minimized harmful or inaccurate outputs

DocuSign AI is built to minimize errors and harmful outputs, vital in high-stakes scenarios like renewals or negotiations. We use diverse datasets and thorough checks to correct skewed outputs and ensure quality before model deployment. You also have the final say to approve outputs, so they always meet your standards.

Capabilities

Content filtering and measures to create a **representative customer base** in our training datasets, reducing the risk of biased or harmful outputs.

A robust **DocuSign AI training pipeline**, which includes rigorous testing and validation of AI models to ensure high-quality outputs before deployment.

Grounding (retrieval-augmented generation), a technique that ensures AI outputs are contextually relevant by incorporating use-case specific information instead of relying solely on pre-existing data.

4. Extensibility & Adaptability

Rigorous adherence to evolving data standards

Our compliant storage and compute platform for data labeling and AI training is designed to be extensible. With this approach, DocuSign can adapt quickly to evolving global standards like the NIST AI Risk framework.

Capabilities

Built to address GDPR requirements and adoption of other frameworks, including the NIST AI standards, to maintain alignment with evolving regulations.

A **modular architecture** in our data and compute layer, enabling seamless extensibility and adaptability to future data regulations.

The **DocuSign AI Governance Committee**, consisting of Security, Legal, and Product representatives, that ensures thorough review and approval of all AI use cases across enterprise and product contexts.

About DocuSign

DocuSign brings agreements to life. Over 15 million customers and more than a billion people in over 180 countries use DocuSign solutions to accelerate the process of doing business and simplify people's lives. With intelligent agreement management, DocuSign unleashes business-critical data that is trapped inside of documents. Until now, these were disconnected from business systems of record, costing businesses time, money, and opportunity. Using DocuSign IAM, companies can create, commit, and manage agreements with solutions created by the #1 company in e-signature and contract lifecycle management (CLM).

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