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# Conditions for Granting the No AI Declaration™ Mark – Category No. 2: Customer Communication

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## 1. General Introduction

**No AI Declaration™** is a public statement by an individual or company that, within a specific area of activity, **it does not use artificial intelligence (AI) tools**.

The declaration is public, open, and entered into the No AI Movement™ register. Each granted declaration receives a unique identification number and is cryptographically anchored (hash) in a selected blockchain network, which enables independent confirmation of its integrity and issuance date (details in the No AI Movement™ technical specification).

The category “Customer Communication” covers all forms of direct contact with customers within commercial, service, informational, or advisory activities. This includes, among others, customer service (B2C and B2B), sales departments, helplines, contact points, chats, messengers, social media, contact forms, emails, and call centers.

## 2. Definitions

- **Artificial Intelligence (AI)** – solutions based on machine learning or generative models (including LLM, ASR, TTS, NLU/NLP) capable of automatically creating, transforming, or analyzing content.
- **Deterministic system** – software operating solely on the basis of rules and conditional logic, without the use of machine learning or generative models.

- **Customer Communication** – any direct contact with customers (B2C, B2B) carried out through channels such as telephone, email, chat/messengers, forms, social media, helpline, call center, online or offline meetings.
- **Human Contact** – communication conducted by an employee, associate, or company owner, without the involvement of AI in creating, transforming, or analyzing the content of communication.

### 3. General Rules for the “Customer Communication” Category

The right to use the No AI Declaration™ mark may only be granted to entities that:

- conduct direct communication with customers exclusively through humans (employees, associates, or the company owner),
- do not use chatbots, voicebots, virtual assistants, or AI-based automated customer service systems,
- ensure that customers are guaranteed contact with a real human being – without imitation or AI assistance.

The declarant undertakes that:

- they understand what the use of AI in the context of customer communication means,
- they do not use any generative AI tools to conduct, analyze, or support conversations,
- they have read this document and accept its terms,
- they bear full responsibility for the accuracy of the declaration.

Tools supporting work organization (e.g. classic CRM systems, ticket queuing) are permitted, provided they do not generate communication content or make decisions based on AI.

## 4. Typical AI Applications in Customer Communication (Prohibited)

No AI Declaration™ excludes, among others, the use of:

- AI-based text and voice chatbots (e.g. ChatGPT, Claude, Gemini, Dialogflow, Intercom AI),
- voicebots with AI speech recognition (e.g. Twilio Autopilot, Amazon Lex),
- AI-based email autoresponders,
- AI recommendation systems suggesting real-time responses (e.g. Gmail Smart Reply, Salesforce Einstein),
- AI analysis of emotions, intent, or sentiment in customer conversations,
- voice cloning or generative speech synthesizers (e.g. ElevenLabs, Play.ht),
- automatic transcription of conversations and their analysis by AI,
- use of AI in omnichannel systems (e.g. Zendesk AI, HubSpot AI, Genesys AI),
- personalization of message content based on AI analysis of customer data.

Clause: the above list is illustrative and not exhaustive. The ban applies to all AI solutions performing equivalent functions, regardless of their trade name.

## 5. Permissible AI Applications – Applicable to All Categories

AI may be used in areas that **do not affect the content, form, or execution of the work covered by the declaration.**

Permissible applications include:

- education and self-learning (e.g. studying theory, history, techniques, and concepts related to the given field of activity),
- searching for information and inspiration (e.g. obtaining source data, auxiliary materials, examples, comparisons, trends),

- organizational and technical support (e.g. work planning, file management, provided it does not affect the content of the work/service),
- system and technological support (e.g. user interface handling, error detection, application translation, AI technical assistance in work environment operations).

## **6. Permissible AI Applications – Category: Customer Communication**

AI may only be used in technical and organizational activities that do not affect the content, form, tone, or structure of communication. In particular, the following are allowed:

- organizing tasks and calendars (e.g. reminders, statuses),
- automatic assignment of ticket numbers or technical tags,
- generating aggregate statistical reports – without analyzing message content,
- using tools, including AI-based ones, solely for checking language correctness (spelling, punctuation, basic grammar).

It is prohibited to use AI to alter the content, style, tone, or meaning of any message addressed to a customer.

## **7. Final Remarks**

The following rule applies in all situations:

AI may not be used to create, transform, analyze, suggest, or personalize any content in direct communication with customers.

Permissible activities are exclusively organizational or administrative in nature and do not affect the content of customer contact.

Spelling checks may be performed by humans or tools, including AI-based ones, provided they do not interfere with the content, style, or meaning of the message.

## **8. Conditions for Granting the Right to Use the No AI Declaration™**

### **Mark**

To obtain the right to use the No AI Declaration™ mark in the "Customer Communication" category, the following conditions must be met:

- all customer communication (video, audio, written) is conducted exclusively by humans,
- no message addressed to a customer is generated or supported by an AI system,
- automatic responses are strictly organizational and generated deterministically (without AI),
- no speech recognition or natural language processing systems based on AI are used,
- the declarant is able to describe the organization of communication and confirm its authenticity,
- the No AI Declaration™ mark may not be used in connection with activities that include AI elements in communication.

No AI Movement™ may determine the validity period of the declaration and the procedure for its renewal, including the requirement to update statements and possible administrative fees.

## **9. Procedure for Obtaining the Right to Use the No AI Declaration™**

### **Mark**

- reading this document,
- completing the online form,
- submitting a statement of compliance with the conditions,
- receiving a declaration number and PDF document,
- entry into the public register of No AI Movement™ declarations.

## **10. Rules for Using the No AI Declaration™ Mark**

- The mark must be used in its original form, with preservation of clear space; it may not be combined with other marks into a single composite mark.
- The digital version of the mark should link to the entry in the public declaration register.
- It is prohibited to suggest that No AI Declaration™ is an official or governmental certificate.

## **11. Verification and Responsibility**

Declarations may be verified randomly or in the following cases:

- suspected abuse,
- public violation of the rules,
- significant changes in the way the activity covered by the given category is conducted.

In case of violation:

- in minor cases, No AI Movement™ may issue a warning and corrective period (7–14 days),
- in cases of material or repeated violation, the declaration may be suspended or revoked with immediate effect,
- the declarant has the right to appeal within 14 days; the appeal is reviewed by the No AI Movement™ verification team.

The declarant undertakes to inform the organizer of any material changes and to cooperate during possible verification.

**No AI Declaration™**

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