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# Conditions for granting the No AI Declaration™ Mark – Category No. 3: Personal Data Processing

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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 “Personal Data Processing” covers activities related to collecting, organizing, storing, disclosing, or performing any operations on personal data. This category confirms that client data is not analyzed or processed by AI algorithms – including for marketing, recommendation, profiling/consumer targeting based on behavioral data, or predictive modeling purposes.

## 2. Definitions

### • Artificial intelligence (AI)

Solutions using machine learning or generative models (including LLM, NLU/NLP, ASR/TTS) capable of automatically creating, transforming or analyzing content and/or data.

- **Personal data**

Information that identifies or can identify a natural person, directly or indirectly (e.g., identifiers, contact data, transaction data, behavioral data, profile data, location data).

- **Personal data processing**

Any operation performed on personal data (including collecting, recording, organizing, storing, adapting, modifying, viewing, using, disclosing, combining, restricting, deleting).

- **Deterministic system**

Software operating strictly on predefined rules and conditional logic, without machine learning or generative models.

- **Behavioral profiling / consumer targeting**

Automated processing of personal data to evaluate factors relating to a natural person (including predicting preferences, behaviors, location, economic status, or other attributes), especially based on behavioral data.

### **3. General rules for the category "Personal Data Processing"**

To obtain the right to use the No AI Declaration™ mark, the entity must:

- perform operations on personal data exclusively by humans or deterministic systems (no AI),
- not use AI for analyzing, profiling, targeting, segmenting, or predicting individual behavior or preferences,
- not use AI-based recommendation or predictive marketing systems,
- ensure transparency and traceability of data processing operations.

The declarant certifies that:

- they understand what the use of AI means in the context of personal data processing,
- they do not use AI tools for data enrichment, inference, linking, or profiling,
- they have read and accept this document,
- they take full responsibility for the factual accuracy of the declaration.

## 4. Typical AI applications in personal data processing (not permitted)

No AI Declaration™ excludes, among others:

- behavioral profiling / consumer targeting using AI based on behavioral or transactional data,
- predictive analytics of behaviors, churn risk, purchase propensity, or conversion probability,
- AI-driven recommendation systems (e.g., personalized offers/content, look-alike modeling),
- sentiment, emotion, or intent analysis using AI,
- automated data source linking (data enrichment) for profile construction using AI,
- automated customer segmentation using machine learning algorithms,
- any AI systems that determine how data is interpreted, profiled, or used.

Clause: the above list is illustrative and not exhaustive. The restriction applies to all AI systems performing equivalent functions, regardless of commercial name.

## 5. Permitted uses of AI – applicable in 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),

## 6. Permitted uses of AI – Category: Personal Data Processing

AI may be used only in technical and organizational actions that do not involve data interpretation, analysis, profiling, or personalization. Allowed examples include:

- automatic assignment of technical identifiers (e.g., customer ID, case ID),
- aggregated operational metadata reporting (e.g., number of records, processing time) without analyzing personal data content,
- security and monitoring systems (e.g., anomaly detection) provided they are not used to infer characteristics of individuals,
- use of tools, including AI-based ones, solely for checking language correctness (spelling, punctuation, basic grammar) – changing the meaning, tone, or substance of information about individuals is not permitted.

## **7. Final remarks**

Personal data processing under this category must be fully human-driven or deterministic. AI may not be used for inference, profiling, prediction, or decision-making affecting individuals. Permitted actions are administrative or technical only and do not affect the meaning or interpretation of personal data.

## **8. Conditions for obtaining the right to use the No AI Declaration™ mark**

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

- data processing is carried out without using AI for analysis, profiling, targeting, or prediction,
- no marketing personalization powered by AI is used,
- only deterministic or manual processes are applied to personal data operations,
- the declarant can describe and verify the organization of the processing and confirm its transparency and authenticity,
- the mark must not be used in connection with activities involving AI in personal data processing.

## **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,
- 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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