

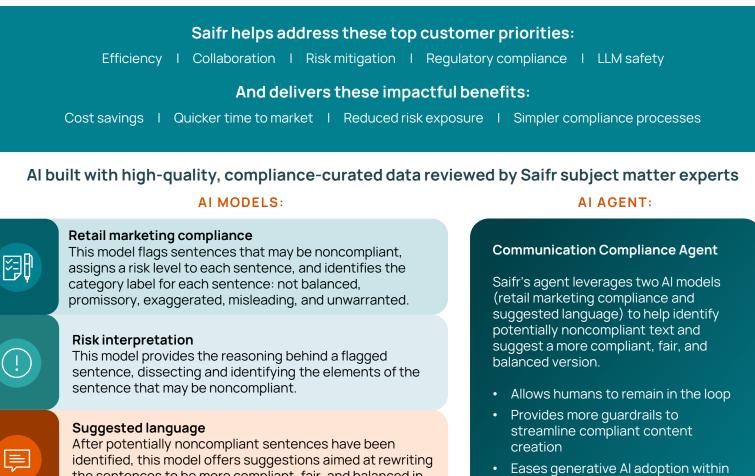


Saifr[®] AI for marketing compliance

Now available in Microsoft Azure Al Foundry

Supercharge compliant content creation

Saifr, a Fidelity Labs company, helps streamline and strengthen compliance with financial services communications regulations, such as FINRA 2210 and the SEC Marketing Rule. Powered by robust AI and NLP that was trained on millions of proprietary datapoints, Saifr can quickly detect and help manage regulatory risks in public-facing content, enabling marketing, legal, and compliance teams to create and approve compliant content more efficiently.



identified, this model offers suggestions aimed at rewriting the sentences to be more compliant, fair, and balanced in adherence to regulatory guidelines.

Image detection

This model identifies possibly noncompliant image content in public communications, helping mitigate risks and ensure compliance with financial regulations.

the financial services industry Can be deployed on human- or LLM-generated content

• Creates a seamless user experience for clients

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Get started: <u>Microsoft Azure customers can access Saifr in Microsoft Azure Al Foundry.</u>

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