

Saifr® AI for marketing compliance

Now available in Microsoft Azure AI 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.

Saifr helps address these top customer priorities:

Efficiency | Collaboration | Risk mitigation | Regulatory compliance | LLM safety

And delivers these impactful benefits:

Cost savings | Quicker time to market | Reduced risk exposure | Simpler compliance processes

AI built with high-quality, compliance-curated data reviewed by Saifr subject matter experts

AI MODELS:

Retail marketing compliance

This model flags sentences that may be noncompliant, assigns a risk level to each sentence, and identifies the category label for each sentence: not balanced, promissory, exaggerated, misleading, and unwarranted.

Risk interpretation

This model provides the reasoning behind a flagged sentence, dissecting and identifying the elements of the sentence that may be noncompliant.

Suggested language

After potentially noncompliant sentences have been 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.

AI AGENT:

Communication Compliance Agent

Saifr's agent leverages two AI models (retail marketing compliance and suggested language) to help identify potentially noncompliant text and suggest a more compliant, fair, and balanced version.

- Allows humans to remain in the loop
- Provides more guardrails to streamline compliant content creation
- Eases generative AI adoption within the financial services industry
- Can be deployed on human- or LLM-generated content
- Creates a seamless user experience for clients



Get started: Microsoft Azure customers can access Saifr in Microsoft Azure AI Foundry.