

Saifr® AI models for marketing compliance

Now available in the Microsoft Azure AI model catalog

Supercharge compliant content creation with Saifr

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

Key capabilities

Saifr's suite of advanced marketing compliance AI models empowers users to experience cost savings, quicker time to market, and reduced risk exposure. These models were built with high-quality, compliance-curated data reviewed by Saifr subject matter experts.



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.



Get started

Microsoft Azure customers can access Saifr in the Microsoft Azure AI model catalog.