

SaifrScan[®]

Create more compliant content faster with AI-powered software add-ins.

Compliance reviews are critical but time-consuming

Creating public-facing content that's compliant with SEC and FINRA regulations is vital, otherwise you may face brand damage and multi-million-dollar fines. As marketing teams may not know the ins and outs of these regulations, compliance teams can waste valuable time rectifying routine errors. Content reviews can often involve fraught collaboration, tedious tasks, and inefficient processes.

A built-in compliance coach for your everyday tools

SaifrScan makes compliance easier, faster, and more accurate. Powered by AI, our software add-ins integrate seamlessly with your existing software, including the full Microsoft 365 suite, with more integrations in the works. With just one click, SaifrScan can uncover and address possible regulatory violations and marketing risks in real time, helping you create more compliant content up to 10x faster.



Add-ins that simplify compliance

SaifrScan's AI can flag 90% of what a human would, freeing up your compliance team to focus on more strategic, creative work.



Mitigate regulatory risk: Let AI act as an extra pair of expert eyes reviewing content—plus our AI is trained on evolving regulations.



Streamline compliance: Run compliance scans instantly and submit cleaner drafts for approval so compliance doesn't have to make the same corrections every time.



Upskill staff: AI explanations and suggestions help train new associates and reinforce compliance standards for experienced professionals.



Improve efficiency: Speed up compliance reviews and optimize materials for your target audience.



AI that is truly intelligent

Saifr is uniquely able to ease the intricate demands of regulatory compliance because our AI is trained on the nuances of regulatory requirements. We leveraged decades of expert-validated, industry-specific data that represents the work of thousands of marketing and compliance experts in various segments of financial services to build proprietary lexicon, natural language processing (NLP), and computer vision models.



SaifrScan is designed to adhere to financial services marketing regulations:

- ✓ FINRA 2210
- ✓ SEC 482
- ✓ SEC Marketing Rule
- ✓ And similar rules



Compliance features detect regulatory risks:

- Non-compliant language: promissory, misleading, exaggerated, unwarranted, or not fair and balanced
- Non-compliant images
- Comparison, ranking, and rating claims
- Investment performance claims
- Testimonials
- References to tax-free or tax-exempt income



Marketing optimization features score content based on:

- Sentiment
- Readability level
- Inclusive language

Make compliance less painful

Broker-dealers
Registered investment advisors
Asset managers

Marketing teams

Create more compliant content from the start to minimize back-and-forth with compliance

Compliance teams

Mitigate regulatory risk by uncovering risks early and reducing rounds of review



Ready to make compliance reviews easier and faster?

We'd be happy to give you a personalized demo.

[Request a demo](#)

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Screenshots are for illustrative purposes only. Please note that all compliance responsibilities remain solely those of the end user(s) and that certain communications may require review and approval by properly licensed individuals. Fidelity is not responsible for determining compliance with rules and will not be liable for actions taken or not taken based on Saifr's products and services. 1121961.1.0

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