SaifrReview® for life insurance products

Quickly detect and correct potential compliance risks in life insurance and annuity advertising.

Compliance reviews today are critical but tedious

Creating public-facing content that's compliant with regulations governing life insurance and annuity advertising is vital, otherwise your firm may face fines and brand damage. But getting compliant content out the door isn't fast, easy, or risk-free.

Solely manual content reviews of advertising material can slow time to market, creating headaches for compliance and marketing teams alike. Evolving regulations and growing volumes of content to review only add complexity and pressure to an already high-stakes process.

A compliance tool to help where you need it

Saifr helps make compliance reviews easier, faster, and less risky. In seconds, Saifr can uncover and help address possible regulatory violations, empowering you to create and approve more compliant content faster.

Acting as an extra pair of expert eyes that stays current on key advertising regulations in the life insurance industry, Saifr helps compliance and marketing teams collaborate better, expedite reviews, and catch potential risks sooner—all contributing to a stronger compliance program.

Saifr's technology does this...	So that you can do this...
Flags potentially problematic content	Consider changing language to address concerns
Explains why flagged content may pose a risk	Understand the "why" behind compliance comments
Proposes alternative language that could be more compliant	Fix risks proactively
Scores content on marketing metrics	Optimize content for your target audience
Suggests potentially necessary disclosures from your firm's library	Include the right disclosures

Annuity that provides market downside protection.

Life insurance can help provide your family with lifelong protection

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✓ Text   ✓ Image   ✓ Video

An AI model designed to help you adhere to:

National Association of Insurance Commissioners

- The Unfair Trade Practices Acts (MDL-880)

- Advertisements of Life Insurance and Annuities (MDL-570)

Compliance features help detect regulatory risks:

- Truthfulness and clarity
- Comparative statements
- Non-guaranteed vs guaranteed elements
- Unfair comparison
- Omission of material facts
- Prohibited language
- Statistical misrepresentations

Marketing optimization scores content based on:

- Sentiment
- Readability level

saifr®

AI that is truly intelligent

Saifr is uniquely able to ease the intricate demands of regulatory compliance for life insurance and annuity products by using a combination of large language models, machine learning, deep learning, and generative AI.

AI models available via:

✓ **Workflow**   ✓ **Add-in**   ✓ **API**   ✓ **Document submission**

Strengthen your compliance program:

✓ Mitigate regulatory compliance risks
✓ Help train staff on compliance standards
✓ Optimize processes and improve efficiency
✓ Keep up with growing content volumes

Compliance • Marketing

Life insurance • Annuity products

Who says you can't have it all?

✓ AI-powered compliance risk detection
✓ More compliant language suggestions
✓ Explanation of risk of flagged content
✓ Non-compliant image risk detection
✓ Video transcription & review
✓ Disclosure suggestions
✓ Custom disclosure library
✓ Real-time collaboration
✓ Marketing insights
✓ Robust auditing & reporting
✓ Enterprise data security
✓ 17a-4 compliant recordkeeping
✓ SOC 2 Type 2 certification

Ready to make compliance reviews easier and faster?
We'd be happy to give you a personalized demo.

Request a demo

Website   **LinkedIn**   **Contact**

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