



# Responsible AI at Mural

## Introduction

Leveraging AI (Artificial Intelligence) provides great benefits and opportunities for the world, and its clear frameworks enable consistency, standardization and responsible use. These are key elements to AI's success.

The AI landscape has grown exponentially in recent years. AI is a fast-evolving family of technologies that can bring a wide array of economic and societal benefits across the entire spectrum of industries and social activities.

However, the same elements and techniques that power the socio-economic benefits of AI can also bring about new risks or negative consequences for individuals or society.

Mural commits to transparency, explainability, and independent evaluation regarding our AI systems.

In this white paper, we will explain Mural's approach to Responsible AI and AI governance.

## Mural Responsible AI guiding principles

At Mural, we put responsible AI principles into practice through internal policies and procedures, ongoing governance, and by carefully tracking global developments related to AI use and regulation.

## Responsible AI principles

### Keep humans in the loop.

We believe knowledge work is best directed by human beings, and we see AI enhancing human capability and creativity, not necessarily replacing it. Humans should choose how and whether to delegate decisions to AI systems, to accomplish human-chosen objectives.

### Create a safe collaboration space.

We believe that inclusion, trust, and psychological safety are essential for effective teamwork and collaboration. Mural will work to help prevent AI systems from reflecting or perpetuating unfair bias. Mural will implement testing and controls designed to facilitate fairness, accuracy, reliability, and validity of its AI systems, so that the AI system can generate diverse and inclusive outcomes.

### Transparency and explainability.

Mural will provide meaningful information that is appropriate to the context and consistent with the state of art. Our goal is to foster a general understanding of our AI systems, to make stakeholders aware of their interactions with AI systems, and to enable those affected by an AI system to understand the outcome.

### Security and trust.

Mural AI systems are designed to be robust and secure throughout their lifecycle so that, in conditions of normal use, foreseeable use or misuse, or other adverse conditions, they function appropriately and security risks are minimized. If an AI system causes harm, it must be possible to ascertain why. To this end, Mural builds traceability into its AI systems, including in relation to datasets, processes, and decisions made during

the AI system lifecycle. This enables analysis of the AI system's outcomes and responses to inquiry, appropriate to the context and consistent with the state of art.

As our uses of AI and the regulatory and legal landscape continue to change, we will continue to review and revise these RAI principles.

### **What is Mural and Mural AI?**

Mural is a collaborative intelligence company. We connect teams to unlock their potential, increasing innovation capacity of the enterprise. Mural creates a culture of effective collaboration — where everyone is connected, contributing, and empowered to deliver business-driving outcomes.

Mural centers around a digital whiteboard collaboration space, where teams work together in real-time or asynchronously. Consulting, innovation, product, information technology, and executive leadership teams collaborate visually with Mural, using guided visual methods and Facilitation Superpowers™ features to connect and innovate.

The Mural visual work platform responsibly and securely leverages AI technology and integrates with Microsoft 365 Copilot to enhance the work of teams. By utilizing the power of AI as an assistant, a collaborator, and a coach, Mural helps teams unlock their full human potential.

### **Introducing Mural AI**

The Mural visual work platform responsibly and securely leverages AI technology to enhance the work of teams. By utilizing the power of AI as an assistant, a collaborator, and a coach, Mural helps them unlock their full human potential.

| <b>Mind maps</b>   | <b>Generate</b>  | <b>Summarize</b>   | <b>Cluster</b>  |
|--|--|--|---|
| Unpack and visualize concepts  | Ideate and innovate  | Synthesize information   | Discover new insights   |
| Create a mind map in seconds to generate new ideas and deepen your understanding of a topic. | Use simple prompts to quickly generate ideas, questions, hypotheses, opportunity statements, and more. | Automatically create a concise summary of multiple sticky notes, paragraphs, or headings to synthesize ideas, understand key takeaways, and align with others. | Automatically group sticky notes to reveal patterns or trends in information. |

We're just getting started, and there's much more to come! Mural is firmly committed to creating tools and partnerships that enable teams to leverage the power of AI to solve the problems teams face with working today. We believe that AI will help enhance human potential, not replace it.

## **Keep your data safe**

### **Trust and security**

At Mural, we commit to leverage AI while respecting our humanness, and keeping security, compliance and privacy at the forefront. Mural maintains rigorous security, reliability, compliance, and privacy measures, combined with advanced security and administrative controls.

This means Mural is committed to building responsible and trustworthy AI

systems designed to comply with regulatory requirements and internationally recognized values and principles. We're dedicated to keeping our customers informed about the measures we have in place to protect their data; and implementing appropriate controls governing who can access the AI systems.

### **How do we help protect your data?**

Mural is using the Microsoft Azure OpenAI Service in a Mural-managed, multi-tenant environment for Enterprise customers. All of the data stays within Mural's cloud environment (VPC).

When you use Mural's enhanced AI features, rest that:

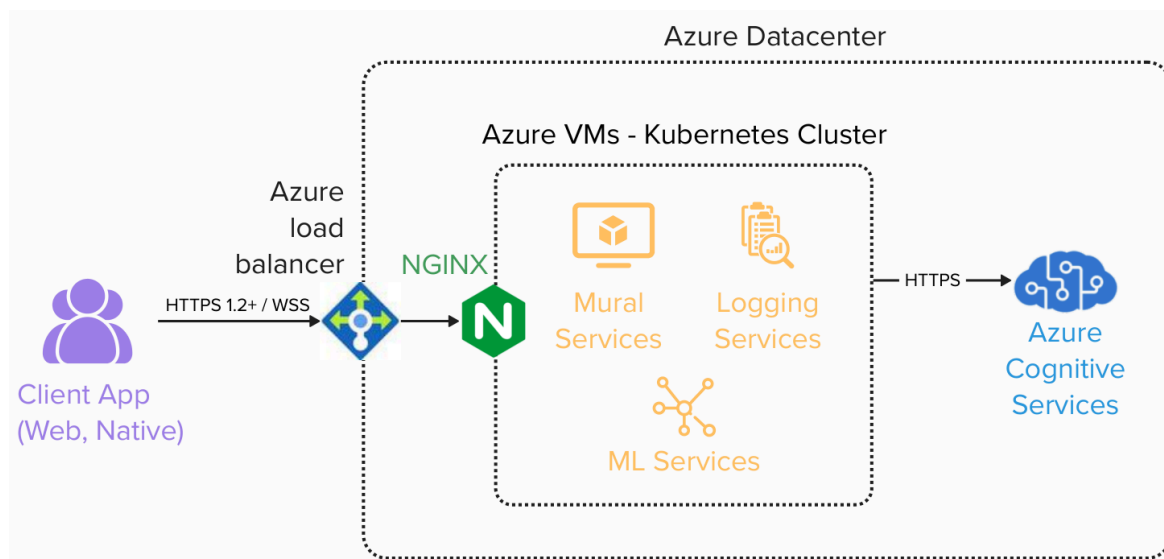
- Customer data (such as queries and prompts generated when members use the new AI-enhanced features) is not being passed to OpenAI or being added to its training sets.
- Customer data is not used to train any model, just using OpenAI's pre-configured models.
- We use a locally deployed GPT model, so OpenAI will not be present within the GPT querying and post-querying transactions.
- All of the data stays within Mural's cloud environment (VPC).
- Data is encrypted at rest and in transit as the GPT model is queried by the Mural application, and this communication resides in the Mural network.
- All the infrastructure used for our AI services is hosted inside of several Azure data centers in the East / West US Regions, East / West Europe Regions, and AU Region.

### **Infrastructure and connectivity**

All of the infrastructure used for our AI services is hosted inside of Azure data centers. No requests or data is ever sent outside of this infrastructure.

Web and native (iOS, Windows) Mural clients connect to these data centers through HTTPS 1.2+ and WSS (web socket secure). These protocols are maintained even between data centers in different regions and while using Azure services.

Our own services run inside virtual machine pods hosted in Azure VMs.



When an authenticated client performs an operation involving AI, our Mural Services check the credentials and make sure the client's permissions are right for accessing and modifying the objects, respecting tenancy and geo-location.

Some of those requests will be answered by our own ML Services which host local ML models and algorithms, and others, typically leveraging Large Language Models, will use instances hosted entirely in Azure Cognitive Services.

Every piece of content generated with the assistance of AI is logged and identified as such. These logs can be viewed and retrieved for legal or

administrative purposes.

### **Keep control over who can use Mural's enhanced AI features**

At Mural, you have control over when to enable AI-powered features for your company and workspaces. All AI-enhanced features are turned off by default. This means that your company administrators can enable or disable AI features from the General page of the company dashboard, and give workspace Administrators the option to toggle AI-enhanced features within their workspace. Learn more on how to enable AI-powered features in our support article, [Enable AI-enhanced features for your company](#).

### **Unlock the full potential of your team**

Our mission is to unlock the full potential of every team by providing the tools, techniques, and best practices to structure and improve collaboration, upgrade meetings, and enable teams to work more efficiently and effectively together.

Mural understands that our customers and prospects can view AI as a legal, security and compliance matter. By empowering your collaborative work with Mural's AI-enhanced features you can be confident that your data is secured, safe, and under your control. Mural applies a systematic risk management approach to each phase of the AI system lifecycle on a continuous basis to address risks related to AI systems, including privacy, digital security, safety, and bias. Mural will deploy an AI system only after an adequate evaluation of its purpose and objectives, its benefits, as well as its risks.