

Creatio compliance with EU AI Act

What is EU AI Act?

The EU AI Act (regulation (EU) 2024/1689) is a comprehensive new law. Its main goal is to ensure a high level of protection of health, safety and fundamental rights of natural persons in the development, implementation of and use of artificial intelligence (AI) technologies in the EU (on EU markets).

This act focuses on:

- prohibited AI practices.
- requirements for high-risk AI systems (that may harm health, safety or fundamental human rights).
- requirements for general-purpose AI models.

How Creatio platform meets EU AI Act

Creatio provides a No-Code platform that empowers organizations to build, customize, and scale applications with unprecedented speed and flexibility. Creatio embeds powerful AI capabilities across the platform to drive intelligent automation, predictive insights, and conversational experiences.

Creatio provides secure AI architecture with a human-centric approach. Any of Creatio's AI-driven automations and insights performed only on a user's request and cannot be done without proper review from a user.

Creatio AI platform shall not be classified as high-risk (according to the EU AI Act), because it is intended to perform narrow procedural tasks, to improve previously completed human activities and to perform preparatory tasks to an assessment and proper human review (paragraph 2, Article 6). Even if Creatio AI platform is used in areas dedicated by Annex III as high-risk.

All interactions between users and AI functionality of the Creatio platform takes place in special tools of the platform and are transparent to a user. Creatio users are reasonably well-informed about interactions with the AI system, they must review and approve any results generated by the AI system. (Article 50 requirement).

The Creatio platform provides automated logs that track AI decisions and monitor any of the AI operations (Article 12 and 19 requirements).



One Platform. Freedom. Genuine Care.

Creatio's AI framework allows customers to understand how AI reaches conclusions with clear decision pathways and provides visibility into AI logic, data sources, and reasoning (Articles 13 and 14 requirements).

At the core of Creatio's AI functionality lies a secure and flexible AI architecture, designed to meet the highest standards of data privacy and cybersecurity (Articles 10 and 15 requirements).

Creatio is compliant and conducts annual independent audits for compliance with the following information security standards:

- ISO/IEC 27001:2022 "Information security, cybersecurity and privacy protection — Information security management systems — Requirements"
- ISO/IEC 27017:2015 "Information technology — Security techniques — Code of practice for information security controls based on ISO/IEC 27002 for cloud services."
- ISO/IEC 27018:2019 "Information technology — Security techniques — Code of practice for protection of personally identifiable information (PII) in public clouds acting as PII processors."
- ISO/IEC 9001:2015 ISO 9001:2015 - Quality management systems - performance improvement, customer satisfaction and demonstrate continuous quality commitment.

Processing of personal data in Creatio is compliant with EU GDPR (regulation (EU) 2016/679). Creatio AI platform is not intended to perform profiling of natural persons.

Creatio AI platform "out of the box" use general-purpose AI models (large language models or LLM) from leading providers – OpenAI GPT or Microsoft Copilot and is not intended for use as a high-risk AI system. Creatio customers can modify Creatio AI platform or integrate their own LLM for AI operations, in which case they are solely responsible for ensuring further compliance with the EU AI Act (Article 25).



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