



RIVAL'S APPROACH TO PII & CUSTOMER DATA IN AI

Rival's Commitment to Data Privacy

The rapid evolution of AI in the workplace brings both innovation and a need for responsibility. While large language models boost automation and decision-making, they also raise critical concerns around data privacy and compliance.

At Rival, safeguarding your data isn't just a commitment, it's a guarantee. We do not use customer data to train or fine-tune our models, instead, our AI is designed to integrate into your workflow while maintaining the highest security and compliance standards. Read on to see how we protect your data, ensuring trust, transparency, and compliance along the way.

Understanding Personally Identifiable Information (PII)

PII includes data such as names, government-issued IDs, email addresses, phone numbers, financial records, and medical details. We take proactive measures to protect user information and prevent misuse.

How We Handle PII

- **No PII in Prompts:** We limit or exclude PII in AI-generated outputs.
- **Strict Data Controls:** PII is never transmitted, processed, or stored.
- **Compliance Standards:** We follow stringent data privacy standards so that AI interactions are secure and anonymized.

Regulatory Compliance

Our AI solutions adhere to major data protection laws, including:

- **GDPR:** General Data Protection Regulation
- **CCPA:** California Consumer Privacy Act
- **EEOC:** Equal Employment Opportunity Commission
- Other international privacy frameworks

Example: Job Description Compliance

Our AI ensures fair and inclusive hiring by:

- **Equal Opportunity Compliance:** Excludes biased language related to race, gender, religion, age, disability, or national origin.
- **Diversity & Inclusion:** Enforces gender neutral and inclusive wording (e.g. "salesperson" vs "salesman").
- **Skills-Based Hiring:** Emphasizes qualifications and competencies over subjective traits.
- **Adverse Impact & Algorithmic Bias Prevention:** AI undergoes regular bias assessments and compliance reviews to ensure alignment with Title VII of the Civil Rights Act and evolving privacy laws.
- **Wage Transparency:** Automatically surfaces salary details when available, in compliance with state-specific pay transparency laws.
- **Data Privacy & Security:** Processes only essential job-related data and avoids unnecessary personal information.



Why We Don't Use Customer Data for AI Training

- **Privacy & Trust:** Customer data remains private, preserving user confidence.
- **Regulatory Compliance:** Avoiding private data simplifies legal adherence.
- **Security Best Practices:** Prevents data exposure and minimizes risk.
- **Fairness and Transparency:** User data is never repurposed for model training.

LLMs Integrated into Rival's Products

We use industry-leading AI models to power our platform, including:

- OpenAI's GPT Models
- Claude (Sonnet) by Anthropic
- Llama by Meta

These LLMs amplify AI-driven functionalities while adhering to strict privacy and compliance measures.

Rival's Proprietary AI Architecture: Retrieve-Augment-Generate (R.A.G.)

We never use customer data to train or fine-tune our AI models. Instead, we leverage a Retrieve-Augment-Generate approach which ensures responses that are generated dynamically from real-time data retrieval, never embedding customer-specific data into any model. This approach strengthens security, compliance, and adaptability over traditional fine-tuned models.

Why R.A.G.?

- **Precision and Relevance:** Retrieves real-time, domain-specific knowledge from customer instances or external sources for accurate, context-aware responses.
- **Stronger Security & Compliance:** Keeps sensitive data external, reducing risks of overfitting (memorizing and overusing data), bias, or unintended exposure.
- **Speed & Cost Efficiency:** Integrates new knowledge instantly, eliminating the need for expensive retraining.

By eliminating fine-tuning on customer data, we safeguard privacy, ensure compliance, and deliver intelligent, real-time insights without compromise.

Enhancing, Not Replacing, Human Decision-Making

Human insight is irreplaceable, especially in the nuanced world of Human Resources and Talent Management. Our AI is not here to take over decision making but to amplify human expertise. By offering talent insights, identifying potential challenges, and handling time-consuming administrative tasks, our AI tools serve as a strategic ally, never the final decision-maker.

The Power of AI-Generated Insights

In our recruiting platform, AI-driven features like Most Likely Next Role or More Likely to Move analyze macro and micro trends in a candidate's job history, experience, company, and industry.

What AI Does: Provides data-backed intelligence to improve decision making.

What AI Doesn't Do: Use PII or make final hiring decisions.

HR teams and professionals remain in full control, leveraging AI to gain a broader perspective on candidate and employee readiness without losing the human element that makes great Talent Management possible.

Conclusion

Rival's AI strategy is grounded in compliance, efficiency, and innovation, delivering scalable and responsible automation. Using best-in-class LLMs and a proprietary approach, we deliver:

- Scalable AI automation that grows with your needs.
- Frictionless integration into existing workflows.
- Full compliance with evolving AI regulations.
- Strict data privacy that ensures no PII is used in prompts or shared with LLMs.

As both Talent Acquisition and AI continue to evolve, our approach remains ready for the future, delivering fair, transparent, and reliable solutions that empower organizations to hire and develop their talent faster, smarter, and easier.