

Safety & Security

Enterprise-Grade Protection for Your Most Important Conversations

Proven governance, compliance, and security.
Built for regulated industries.

- ✓ SOC 2 Type II
- ✓ PCI DSS v4.0.1
- ✓ GDPR/CCPA/HIPAA alignment
- ✓ Zero-retention LLM handling
- ✓ Audit logs for every action
- ✓ Safe handling of data
- ✓ Policy & compliance controls
- ✓ Explainability & auditability
- ✓ Human oversight
- ✓ Model safety & hallucination control

“ASAPP’s platform delivers the security and safety our clients need to innovate with confidence. With enterprise-grade protections and responsible AI governance, it ensures compliance and safeguards sensitive data while enabling transformative solutions.”



-John Podlipnik, Co-Founder and President of PTP with over 40 years of experience in the IT consulting industry

Our framework ensures your AI-powered customer experiences are always secure, compliant, and trustworthy.

Security



Protect your customers' trust and maintain data privacy without impacting service quality.

- Your customer data stays in-region (AWS U.S.)
- Inputs and outputs are never used for other customers' models
- Zero data retention (ZDR) with partner LLMs
- Encryption in transit + at rest
- Continuous monitoring and logging for transparency

Safety



Reliable AI responses that protect your brand and enhance customer confidence.

- Built-in guardrails prevent inaccurate or unsafe responses
- Input/output checks block harmful or sensitive content
- Multi-layer defenses against prompt injection
- Human oversight ensures safe customer interactions
- Confirmation steps for critical actions



Data

Customers' sensitive data is managed safely, keeping privacy at the forefront of every interaction.

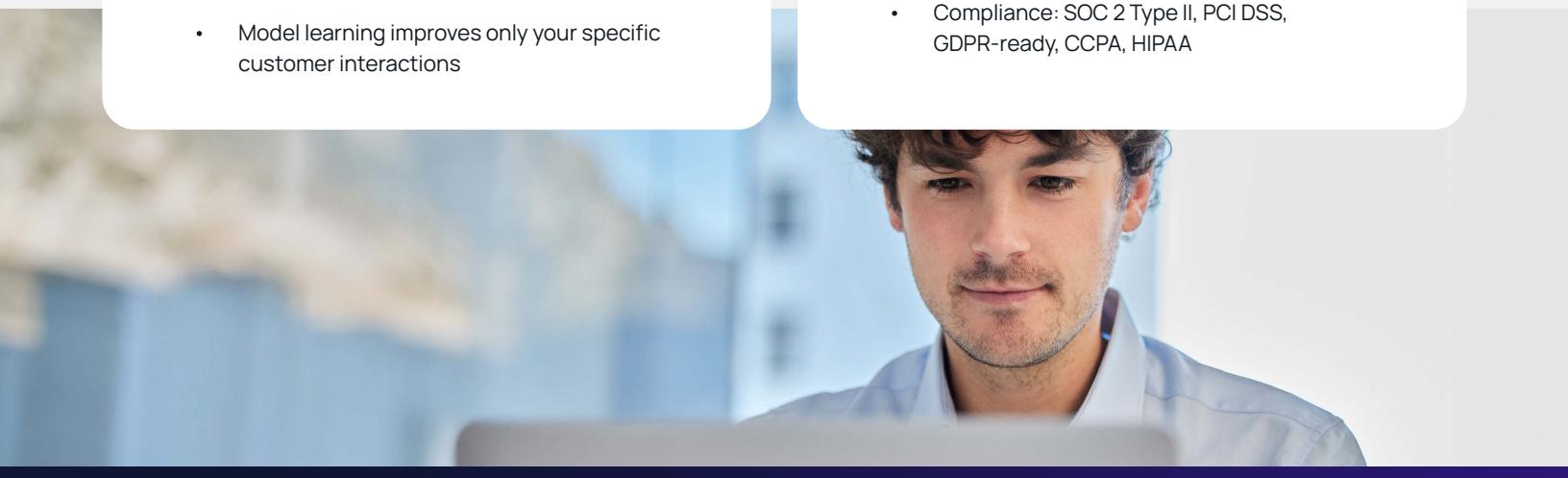
- Data hosted securely in the U.S. with disaster recovery
- Real-time redaction of PII and sensitive data pre-storage
- Customizable redaction rules for your data policies
- Access controls and audit trails to safeguard information
- All third-party subprocessors vetted and U.S.-based
- Model learning improves only your specific customer interactions



Controls

Enterprise-grade security ensures uninterrupted, trustworthy experiences for your customers.

- Role-based access, MFA, and secure authentication
- Intrusion detection, endpoint protection, and anomaly monitoring
- 24/7 SIEM monitoring and incident response
- Annual security audits and penetration testing
- High availability with multi-AZ redundancy
- Secure software development practices
- Compliance: SOC 2 Type II, PCI DSS, GDPR-ready, CCPA, HIPAA



Take the next step

Book a demo of ASAPP's CXP

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Learn more at
www.asapp.com/cxp

About ASAPP

ASAPP is an artificial intelligence solution provider committed to solving the toughest problems in customer service. Its AI-native Customer Experience Platform, powered by GenerativeAgent® integrates with existing systems and uses generative, personalized interaction to bring radical efficiency to every customer workflow. Because we automate what was previously impossible to automate, our AI-native® solutions deliver more than efficiency gains. They redefine the role of AI in the contact center and lay the groundwork for businesses to reimagine their customer experience delivery for the agentic enterprise. Leading enterprises rely on ASAPP's generative and agentic AI solutions to dramatically expand contact center capacity and transform their contact centers from cost centers into value drivers. To learn more about ASAPP, visit www.asapp.com.



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