

AI & Privacy Information – How We Use AI Translation

Why we use AI translation

We use **AI-powered machine translation** to facilitate multilingual support.

Where feasible and available, AI translation **may** be used to assist our support teams in reading and replying in your language. Use of AI translation is on a **best-efforts** basis and **subject to operational constraints, accuracy and availability are not guaranteed**, and requests may **be escalated to human review** in more complex or sensitive matters.

Under the **EU AI Act**, machine translation used in customer support is treated as a **limited-risk** use, which primarily requires **clear transparency** when AI generates or alters content. Accordingly, we will inform you when AI translation is used (for example, by displaying: *“This message was translated using AI and may contain errors.”*).

Scope of translation

We translate certain types of text provided as part of your support interaction, including but not limited to:

- Email communications exchanged with the support team, including your incoming emails and our replies.
- Messages you write in support tickets (subject, body, comments).
- Free-text fields in web/contact forms (problem description, steps to reproduce).
- Chat messages exchanged with support agents.
- Text snippets pasted into the ticket (error messages, log excerpts with personal data removed).
- Clarifying follow-ups you send during the same support case (email replies or portal updates).

How your data is protected

GDPR legal basis & fairness

We process your message text to provide customer support, which is necessary for the performance of our contract with you (Art. 6(1)(b) GDPR). Human involvement may occur as part of the support process, including for translation where needed to ensure clarity and accuracy.

Security & “no-trace” processing

We take the security and confidentiality of your personal data seriously. The technical processing performed by our translation provider follows strict enterprise-grade security practices and is designed to minimise data exposure.

Our security and processing approach includes (illustrative, not exhaustive):

- **Secure processing measures**
 - We use translation providers that implement **strong security controls**, including encryption and industry-standard certifications such as **ISO 27001**.
 - We **do not** use public or free translation tools that retain or reuse your data for model training.
 - Data processed for translation is retained **only for as long as needed** to handle the support request, in line with GDPR principles.
- **Azure Translator “no-trace” behaviour**
 - Azure Translator provides **enterprise grade security** and operates a **no trace processing model**, meaning that **customer text is not persisted** and is **not used to train Microsoft models**.
- **Data minimisation and confidentiality**
 - We process only the information necessary to deliver support services and apply the GDPR principles of **data minimisation, integrity, and confidentiality**.
 - Any information inadvertently provided that is not required for support may be **redacted, excluded from translation, or removed** from the support ticket where appropriate.

International data transfers

Where data may be processed outside the EU/EEA, we rely on approved safeguards such as EU Standard



AI Translation Notice

Contractual Clauses (SCCs) and, where applicable, the EU-US Data Privacy Framework (DPF). Microsoft offers SCCs through its Data Protection Addendum; DPF provides an adequacy mechanism for transfers to the US.

How AI translation works

For inbound messages, your message text (email, portal message) is received in the original language in our systems, and it is securely sent via API to the translation engine. The AI returns, together with the original message, a translation for our support agents...

For outbound messages, the message text written by our support agents is securely sent via API to the translation engine. The AI returns a translation, which may be reviewed or corrected by our support agents before being sent to the customer.

Parts the AI cannot translate (e.g., images, attachments, ...) remain original and may be reviewed by a human.

Transparency: how we inform you

Under the EU AI Act (Article 50), we inform you whenever AI translated or AI modified content is shown. You may see a short notice like:

“This message was translated using AI and may contain errors.”

Where relevant, our customer terms will clarify that AI translation is provided on a best-effort basis, with no guaranteed uptime, and temporary unavailability does not constitute a breach of contract.

Your choices

- **Request to continue the conversation in English** or another language supported directly by our human support team, without AI translation.
- **Ask our team to clarify or review translations** if something is unclear.
- **Ask questions about your data** at any time via our Privacy contact.



AI Translation Notice

Questions?

Contact: Dpo@bics.com

You can also read our Privacy and AI Policy for more details: www.bics.com

