

Go1

AI Technical FAQ

This FAQ is designed to provide transparency around how we use generative AI technologies within our organisation.

We do not build or train generative-AI models ourselves; instead, we responsibly integrate trusted, third-party AI tools to enhance our products and services.

Our priority is to ensure that customer data remains secure and confidential. Importantly, customer data is never used to train or improve any AI models.

This document outlines how generative AI and Large Language Models (LLMs) are applied in our workflows, what it means for your data, and the safeguards we have in place to maintain trust, privacy, and compliance.

General Questions

What is “AI” and how is it used in the Go1 platform?

Artificial intelligence is a field of science concerned with building computers and machines that can reason, learn, and act in such a way that would normally require human intelligence or that involves data whose scale exceeds what humans can analyse.

Artificial Intelligence encompasses a wide range of technologies that enable machines to perform tasks typically requiring human intelligence, such as understanding language, recognizing patterns, and making decisions.

In the context of our platform, when we say “AI”, we mean Large Language Models (LLMs), a subset of AI designed to process and generate human-like text. Unlike broader AI systems, LLMs focus solely on language-related tasks and do not possess general reasoning capabilities. We do not build or train generative-AI models ourselves; instead, we responsibly integrate trusted, third-party AI tools to enhance our products and services.

For what purpose does Go1 use AI features within its products?

Go1 utilizes generative AI and LLM tools within our products to enhance the user experience by generating playlists, providing content recommendations, and supporting curation, categorization, classification, searchability, and chat support functionality.

What types of AI tools are used?

Go1 uses Customer Interaction & Predictive Analysis tools.

Customer Interaction refers to Generative AI and LLM tools that directly engage with customers — for example, chatbots, virtual assistants, or automated phone systems that handle inquiries, support, or transactions.

Predictive Analytics uses historical and real-time data to suggest Content that you may be interested in.

What is the name of the AI provider Go1 uses?

Go1 uses the Azure OpenAI Service, which is operated by Microsoft and hosted in Microsoft’s Azure environment. The Service does NOT interact with any services operated by OpenAI (e.g. ChatGPT, or the OpenAI API).

Technical Questions

How are the AI tools deployed within Go1's products/services?

Embedded in SaaS Platform.

Is the deployment environment of the model public or private?

Private

Is version control implemented?

Yes.

What kind of data does the LLM access or process?

Online: The request of the customer and data that is sourced from Go1 APIs connected to the LLM.

Offline: Content metadata, video, images and text from the Content metadata.

We use:

Organizational Profile Data - e.g. Role, function, location (shared by the customer organization) - to tailor recommendations and support relevant Content discovery.

Engagement Data - e.g. Activity logs, course views, completions, interaction history - to improve Content relevance and provide personalised recommendations.

Is it possible to review / set the Hyperparameters?

No.

How do you review accuracy of the output?

The underlying LLMs we use via Azure OpenAI (such as GPT-4) have undergone extensive internal evaluation and benchmarking by OpenAI and are subject to ongoing risk and safety assessments by Microsoft. However, formal independent statistical validation specifically for output accuracy in our use case has not been conducted. We continue to evaluate outputs regularly to ensure reliability and fitness for our intended purposes.

Have the LLMs that Go1 uses undergone independent statistical validation for accuracy of its outputs?

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Does your LLM employ automated data harvesting?

No.

Security and Privacy Questions

Is my data used to train the AI or improve the model?

No. Customer data is not used to train LLMs.

Are user prompts stored by the AI model or deleted after use?

User prompts are not persistently stored by the model. They are processed temporarily and discontinued after use, ensuring no long-term retention. Inputs and outputs are stored by Azure for up to 30 days for monitoring purposes and then deleted, as outlined in our [AI Fairness & Transparency Considerations Overview](#).

A retention schedule will be applied in accordance with our data management and handling policy, and data is retained only as long as necessary for the service or legal requirements, after which it is securely deleted or anonymized.

Is my input data only accessed by me?

Yes. Your input data is only accessed by you. Go1 does not share your data with any third parties. In limited circumstances, Go1 may access data internally to support feedback loops that improve product performance and reliability—but never for external use.

Does Go1 use PII in the operation of the AI features?

Go1 does not use any personally identifiable information (PII) in the operation of its LLMs. While users may choose to input PII into the chat function, this is discouraged — clear guidance is provided to users at the outset of the AI chat interaction instructing them not to enter PII. Ultimately the actions of the user are not within our control and Go1 recommends that Customers implement and enforce responsible use of AI policies within their own organizations to further discourage the sharing of PII through AI-enabled features.

What is your legal basis for processing sensitive data regarding AI?

Processing is required to perform a contract with the individual (e.g., delivering personalized Content or support services). Please note however Go1's use of LLM functionality is restricted to the enhancement of Content curation, categorization, classification, searchability, chat support functionality, and metadata enrichment. We never request sensitive or protected data from Users however we cannot prevent a user from entering PII into AI chat.

Describe data minimization or anonymization practices.

We only collect and process the data in accordance with our Privacy Policy and as necessary to deliver the service, such as video viewing history for Content recommendations or conversation context for chat support. Unnecessary personal data is not collected. Data is retained only as long as necessary for the service or legal requirements, after which it is securely deleted or anonymized.

Will input data be shared or moved to another country?

Data input by the Customer into our AI features is hosted specifically in the Azure AustraliaEast region.

Is the AI system subject to security testing and vulnerability management?

In line with our Information Security Policy, all Generative AI and LLM systems integrated within our platform are subject to Go1's standard security testing and vulnerability management processes. These systems are already covered by automated security testing within our CI/CD pipeline. While they were not included in the most recent penetration test or external endpoint scans due to their recent release, they are scheduled to be incorporated into upcoming testing and scanning cycles. This ensures that our AI systems remain aligned with our broader security assurance framework and continue to meet customer expectations for secure and resilient services.

Will there be any tracking logs in regard to who can access or modify AI data if applicable?

The AI features form part of our overall platform and are subject to the same standard logging and audit controls applied across engineering and security. Activity related to AI-enabled features is captured within our logging framework, with specific information accessible through these logs. All logs are protected by our standard access controls, ensuring secure handling, traceability, and accountability.

Do you align your policies with any recognized AI risk standards?

We are aligning our internal AI policy and governance processes with leading industry standards, including the NIST AI Risk Management Framework (AI RMF) and ISO/IEC 42001 for AI management systems.

How are employees educated about AI security risks and best practices?

At Go1, we prioritize responsible and secure use of AI across our organization. Our team is guided by a formal internal AI policy that clearly outlines permitted and prohibited uses of AI tools, helping employees understand appropriate usage and associated security considerations.

This policy is reinforced through targeted training as part of our broader compliance and security education programs. Additionally, employees have access to ongoing learning opportunities through Go1's platform, covering topics such as AI security risks, ethical use, and regulatory obligations.

This approach ensures our team not only uses AI tools effectively, but also does so safely, ethically, and in alignment with industry best practices.

User Interaction and Transparency

Will individuals directly interact with the AI features?

Yes - Individuals interact with the AI system indirectly through features in our platform, such as personalized video playlists and chat support. The tools used by Go1 helps tailor Content and guide responses to improve the user experience, but users are always in control of their interactions.

Does the system make or influence decisions about individuals?

The system does not make decisions about individuals. However, it may influence user choices by providing recommendations and alternatives as part of personalized services. These outputs are advisory only. Users remain in full control of whether to act on any recommendation.

How are individuals informed about AI use?

We are committed to transparency in how we use Generative AI and Large Language Models (LLMs).

We inform users about our use of Generative AI and LLMs in our privacy policy and on relevant website support pages.

Where Generative AI is part of the user experience, we provide clear signaling and messaging within the interface. Our AI chat also includes a disclosure note when users initiate a chat to remind them that they are interacting with AI.

Our documentation about Content curation and recommendations clearly identifies which features leverage LLMs, explaining their role, purpose, and any relevant limitations. This allows users to understand when they are interacting with AI-driven functionality and what to expect from those features.

We believe in responsible AI use, and part of that commitment is ensuring our customers are well-informed about where and how these technologies are applied within our platform. Please refer to our [AI Fairness & Transparency Considerations Overview](#) for additional details

Is meaningful information provided about logic and consequences of the AI system?

The AI system is limited to providing guidance to help users find relevant Content or supporting our chat support function. It does not perform any actions on behalf of the user. Users remain in full control of what Content they select or take action on.

The logic of the system is based on Content metadata and quality signals to generate recommendations. Users are informed that these are suggestions only, and that they may accept, ignore, or discard them.

There are no automated consequences, as the AI does not complete tasks for users. If a response is unexpected or inaccurate, users can report the issue directly.

Will users be able to opt-out or request human review of high-impact AI decisions?

Our AI features do not make high-impact decisions or take actions on behalf of the user. All final decisions (e.g. Content selection, assignment, or purchase) remain fully under user control.

Because the AI is embedded into the product experience and limited to low-impact suggestions, an opt-out mechanism is not provided. Human review is inherently built in, as users decide whether to act on any AI output.

Does your AI tool include bias/fairness testing before deployment?

In line with our AI ethics policy, we review all AI vendors against key security and ethics principles, including bias and fairness, before deploying their solutions within our platform.

Go1 avoids using Azure OpenAI models shown to be biased and offers user feedback mechanisms to report concerns. AI output is a recommendation for Content; it is up to the user to follow the recommendation or not. Go1 does not train an in-house model and the Azure OpenAI model we use has not been trained on any Go1 Content or user interaction data.