FAQs: Collibra and Artificial Intelligence

Artificial intelligence in SaaS represents the new frontier of innovation. Collibra has embraced the responsible deployment of artificial intelligence in our products and services to maximize value to our customers. We recognize that while our customers do want to benefit from these new functionalities, they expect us to offer these new services with transparency and accountability – both key markers of responsible AI governance. And we couldn't agree more. Just like our privacy program, our AI governance program is designed to ensure you continue to trust us with your data and are armed with sufficient information to make responsible decisions when using Collibra AI functionality.

Here are some answers to some frequently asked questions:

When deploying AI functionality, can we expect the same data privacy, security and confidentiality standards applicable to the Collibra Platform to apply to these new products and services?
Yes. Collibra evaluates all AI use cases offered to our customers to ensure that all customer data processed for such purposes is protected with the same standards as the rest of our product offerings. If we leverage third party models with such functionality (e.g. Google Vertex AI), such activity is conducted pursuant to confidentiality, security and data privacy standards contractually imposed on such third parties, including via data processing addenda. All third parties processing customer personal data in connection with AI use cases are disclosed as subprocessors of Collibra.

How does Collibra evaluate the risks of deploying AI use cases in its products and services?
All new AI use cases are proposed to and evaluated by our legal, compliance and security teams through a formal intake, review and approval process. The teams evaluate all of the potential ethical, security, data privacy, intellectual property, bias and similar risks associated with deploying AI generally prior to approving the product for release. Subsequently, we document and monitor all AI use cases to ensure they are performing as intended. Our AI governance program is certified under ISO/IEC 42001, the international standard for AI management systems, providing independent assurance that we develop, deploy and manage AI responsibly.

What kind of models do you use in your AI use cases?
Collibra leverages third party large language models for its generative AI features, but has developed its own models for our other AI features. The model for each AI feature is always disclosed in the applicable AI fact sheet on Collibra's Trust Center under Responsible AI. Our generative AI features, as provided by Collibra, rely on Google's Gemini models. Collibra also offers customers the option to Bring Your Own Model, allowing customers to connect their own preferred model to supported Collibra AI features. Please note that if the Bring Your Own Model capability is marked as Preview, it remains subject to Preview terms.

How do you monitor the accuracy and performance of your AI use cases?
Performance monitoring can take many forms, including via customer feedback, running evaluation data through the AI models on a periodic basis and retraining models based on updated data sets. When models are built internally, we take into account a diverse range of factors and use industry standard testing protocols to ensure the accuracy and stability of the models.

Do you train your models with customer data?
Collibra does not send customer data to any third party, particularly any model provider, for training or retraining the third party's AI model. Whether Collibra internally uses any form of customer data for training in connection with a given AI feature will be transparently disclosed in the AI fact sheet for the applicable AI feature on Collibra's Trust Center under Responsible AI. Any such training will only be performed using anonymized and aggregated data.

Are your AI features optional?
All of Collibra's generative AI features are optional and off by default, giving customers control over when they are enabled. Whether an AI feature is optional is noted in the applicable AI fact sheet for each AI feature on Collibra's Trust Center under Responsible AI.