



AI Use & Ethics Policy

NAM Voice Intelligence · nam.net.sa · Kingdom of Saudi Arabia

NAM builds AI voice agents for enterprise. Because our technology speaks with people — customers, callers, and employees — we hold ourselves to a clear standard for how that technology is built, deployed, and governed. This policy describes how artificial intelligence is used across our website, demos, and platform; the commitments we make; and the obligations that apply to customers deploying NAM agents. It should be read together with our Privacy Policy and Terms & Conditions, of which it forms part.

Our approach is guided by the AI Ethics Principles published by the Saudi Data & Artificial Intelligence Authority (SDAIA): fairness, privacy & security, humanity, social & environmental benefit, reliability & safety, transparency & explainability, and accountability & responsibility.

1. Where AI Is Used

- **Voice agents.** The core of the NAM platform: AI systems that listen, understand, and respond in natural spoken Arabic and other languages, deployed by enterprise customers for functions such as customer service, scheduling, and support.
- **Website demos.** Interactive demonstrations on our website may use the same AI systems to showcase platform capabilities.
- **Internal tooling.** We may use AI systems internally for transcription, quality evaluation, and engineering productivity. Internal use follows the same data protection standards described in our Privacy Policy.

2. Disclosure: You Will Know It Is AI

People have a right to know when they are speaking with a machine.

- NAM voice agents identify themselves as AI or automated assistants at the start of an interaction, and do not deny being AI if asked.
- We do not build or permit voice agents that impersonate specific real people without their documented, lawful authorisation.

- Customers deploying NAM agents must not disable or circumvent disclosure where it is required by law or by this policy, and must ensure their end users are appropriately informed.

3. Voice Data, Recording, and Consent

- Calls handled by NAM agents may be recorded and transcribed for service delivery, quality assurance, and compliance. Where recording occurs, callers are notified at the start of the call.
- Voice audio and transcripts are treated as personal data and handled under our Privacy Policy, with encryption in transit and at rest and role-based access controls.
- We do not use biometric voice analysis to identify individuals unless expressly configured by a customer with a lawful basis, appropriate notice, and consent where required.

4. Model Training and Customer Data

- We do not use enterprise customers' conversation data to train shared or general-purpose AI models without the customer's express written agreement.
- Where a customer opts in to model improvement, we apply data minimisation and de-identification techniques before use, and the customer may withdraw future participation at any time.
- Aggregated, de-identified metrics (for example, recognition accuracy rates) may be used to evaluate and improve service quality.

5. Human Oversight

- NAM agents are designed to operate within defined scopes and to escalate to a human when a request exceeds their competence, when a caller asks for a human, or when the interaction involves a sensitive or high-stakes matter.
- We advise, and for regulated industries require, that customers keep a human in the loop for consequential decisions — our platform must not be used to make fully automated decisions with legal or similarly significant effects on individuals without human review.
- Customers receive tooling to monitor, audit, and review agent conversations within their deployment.

6. Fairness, Reliability, and Safety

- We evaluate our systems for quality across dialects, accents, and demographics relevant to our markets — with particular attention to the diversity of spoken Arabic — and work to reduce disparities we find.

- Agents are tested before release and monitored in operation. Guardrails constrain agents to their configured purpose and restrict harmful, deceptive, or out-of-scope output.
- AI output is probabilistic. We are transparent that errors can occur, and we design deployments so a single incorrect AI response cannot cause irreversible harm.

7. Prohibited Uses of NAM AI

NAM technology may not be used to:

- deceive people about whether they are speaking with a machine, or clone a real person's voice without documented lawful authorisation;
- conduct fraud, social engineering, or unsolicited mass robocalling;
- generate unlawful, defamatory, or discriminatory content, or content violating the laws and public values of the Kingdom of Saudi Arabia;
- carry out surveillance or profiling of individuals without a lawful basis;
- target or exploit children or vulnerable individuals.

We may suspend or terminate access for violations, as set out in our Terms & Conditions.

8. Accountability

- Responsibility for this policy rests with NAM's leadership. Our engineering and deployment practices are reviewed against it as our platform evolves.
- We maintain records of agent configurations and material system changes to support auditability.
- We cooperate with SDAIA, the Communications, Space & Technology Commission (CST), and other competent authorities as required.

9. Reporting Concerns

If you believe a NAM-powered agent has behaved inappropriately, failed to disclose that it is AI, or misused your data, contact us at ClientOutreach@nam.net.sa. We investigate reports and remediate confirmed issues, including notifying affected customers and authorities where required.

10. Changes to This Policy

AI capability and regulation are evolving quickly. We review this policy regularly and update it as our platform, Saudi AI governance frameworks, and international norms develop. The effective date above

reflects the latest revision; material changes will be highlighted on our website.

11. Contact

NAM AI — Kingdom of Saudi Arabia

Email: ClientOutreach@nam.net.sa · Web: nam.net.sa

© 2026 NAM. Built in Saudi Arabia. Designed for the world.

This document is provided for transparency and does not constitute legal advice to any third party. It is available in English and Arabic; in the event of any discrepancy between the two versions, the Arabic version prevails.