

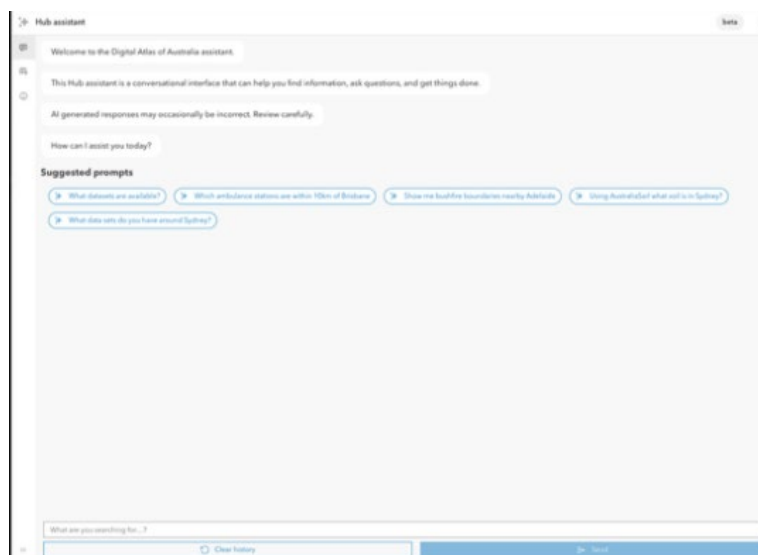


AI Transparency Card - ArcGIS Hub assistant

Section	Description	Response
Product	ArcGIS product name (links to doc)	ArcGIS Hub
AI Feature	AI feature name in the product. (links to doc)	ArcGIS Hub assistant
Purpose	Actions AI feature is expected to perform within the product.	The ArcGIS Hub assistant is an in-app productivity tool that uses generative artificial intelligence to make open data more accessible, understandable, and actionable. It is designed to help site visitors find answers to their questions using the curated, public datasets available on your Hub site. When a user poses a question, the Hub assistant analyzes it and searches through relevant, public datasets from your site. It then provides simplified answers to help users find the information they need.
Release Status	Release status of AI feature.	Preview
Certification	Certification status of AI feature.	None
Deployment	AI feature provided via what deployment model.	SaaS
Management	How AI feature can be enabled or disabled?	Opt-in by Administrator
Data Access / Scope	Can the AI read or write to the customer's dataset?	Access: Read, Scope: Public datasets
Red Team Testing	Adversarial robustness tests / Protection against manipulation.	No: Not Scheduled
Management – Feedback	Can/how user AI feedback be enabled or disabled?	Not utilized
Management - Telemetry	How user AI telemetry data can be enabled or disabled?	EUEI: Admin Config, Feature Specific: Required, Subprocessors: Required
Prompt Stored	Are prompts submitted to the AI stored?	Yes, Required, Retention: 30 days, Storage Purpose: User Recall+Specific Improvement
Response Stored	Are AI-generated responses stored?	Yes, Required, Retention: 30 days, Storage Purpose: User Recall+Specific Improvement
Personal Data	Is personal data in training, testing, or validation datasets?	No
Processing Location	Where data is processed across the product, feature, and LLM levels, including details on any subprocessors.	Product: US AGO Infrastructure, AI Feature: US AGO Infrastructure, LLM: US Microsoft Azure OpenAI services
Intended Users	Primary intended users of the AI feature.	GIS Analysts, General Public
Out-of-Scope Uses	Scenarios AI feature may not perform accurately or reliably.	General-knowledge queries unrelated to the site's datasets
Key Function	Key capabilities and how the AI feature enhances workflows.	Augment
Model Type & Technique	AI model type and technique.	Generative AI
Model Used	Specific model(s) used, such as GPT-4, T5, etc.	Azure OpenAI - GPT-4.1
Esri AI Framework Use	Indicate if the AI feature utilizes the Esri AI Framework.	No

Model License	License of AI model powering the AI feature.	Licensed
Training Data Sources	Esri data sources used for development of AI feature.	Mix - leverages Microsoft Azure OpenAI services with Esri-provided documentation.
Human-in-the-Loop	Indicate if users can review or modify AI-generated outputs.	Yes - Users can review, refine, and modify AI outputs before taking any final actions.
Input/Output Formats	Input and output formats that the model can handle.	Input: Text (plain text), Image (JPEG, PNG), Output: Text (plain text)
Bias/Ethical Mitigations	Detail how biases are managed, especially in the data.	Uses Microsoft's Content Filter and avoiding customer data in training.
Security Mechanisms	Security mechanisms beyond guardrails and encryption.	Utilizes AGO infrastructure with Azure LLM.
Guardrails	Help provide secure AI. (Four types)	LLM Integrated: Integrated LLM only Adversarial Attack: Integrated LLM only Objectionable Content: Content filter Intellectual Property: Integrated LLM only
Encryption at Rest	Is AES-256 or better used for at rest encryption?	Yes
Encryption in Transport	Is TLS 1.2 or better utilized for encryption in transit?	Yes
Key Metrics	Performance metrics relevant to ArcGIS.	Accuracy is validated against benchmark datasets for output reliability.
Evaluation and Testing	Testing methodologies and how Esri evaluates performance.	Evaluation conducted against an ArcGIS HUB specific benchmark dataset and baseline tests are conducted that run against the LLM. General holistic testing conducted ad-hoc.
Provenance	Mapping conducted that tracks data from source to output?	Yes - For the Microsoft Azure OpenAI model and AI Assistant.
Best Practices	Links to AI feature tutorials, and best practices.	See guidelines here .
Continuous Improvement	Improvement plans (eg audits, bias checks, and transparency).	Additional testing to be performed in 2026.

USER INPUT SCREEN



USER OUTPUT SCREEN

