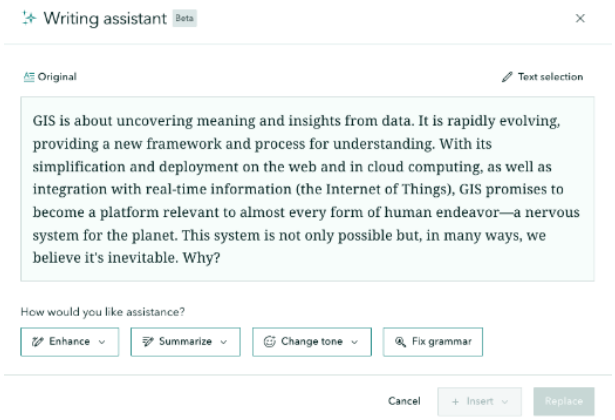
ArcGIS AI Transparency Card – ArcGIS StoryMaps AI assistant

Section	Description	Response
Product	ArcGIS product name. (links to doc)	ArcGIS StoryMaps
Name	AI feature name in the product. (links to doc)	ArcGIS StoryMaps AI assistant
Purpose	Actions AI feature is expected to perform within the product.	Provides suggestions for alternative text for images, offer key content metrics such as gist, tone, estimated reading time, improve the tone and style of writing in the story and create a new theme with just a few phrases or key words. AI tools include Suggest Alternative text, Summarize a story, Refine your writing, and Generate a theme.
Release Status	Release status of AI feature.	General Availability
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 AGO Administrator
Data Access / Scope	Can the AI read or write to the customer's dataset?	**Access**: Read & Write, **Scope**: Storymap content
Red Team Testing	Adversarial robustness tests / Protection against manipulation.	No, planned.
Management – Feedback	Can/how user AI feedback be enabled or disabled?	Opt-in by user
Management - Telemetry	How user AI telemetry data can be enabled or disabled?	**EUEI:** Admin Config, **Feature Specific**: Required, **Subprocessors**: None
Prompt Stored	Are prompts submitted to the AI stored?	**Not by default:** Only when feedback provided, **Retention:** 2 years, **Storage Purpose:** Specific Improvement
Response Stored	Are AI-generated responses stored?	**Not by default:** Only when feedback provided, **Retention:** 2 years, **Storage Purpose:** 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**: AGO Infrastructure, **Feature**: AGO Infrastructure, **LLM**: 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.	English language only.
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 AI feature 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.	Provides guidance using only Esri documentation and predefined models, excluding subjective or real-time external data.
Security Mechanisms	Security mechanisms beyond guardrails and encryption.	Utilizes AGO infrastructure with AI gateway. Subprocessor LLM FedRAMP authorized.
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 StoryMaps specific benchmark dataset and baseline tests are conducted that run against the LLM. General holistic testing is conducted ad-hoc.
Provenance	Mapping conducted that tracks data from source to output?	For the Microsoft Azure OpenAI model and AI Assistant.
Best Practices	Links to AI feature tutorials, and best practices.	Limited: See initial help documentation here.
Continuous Improvement	Improvement plans (eg audits, bias checks, and transparency).	Additional testing to be performed in 2026.

USER INPUT SCREEN



USER OUTPUT SCREEN

