

Ethical Presence *Charter.*

A little humanity carries a responsibility. These principles govern Presentia's human layer for automated customer experiences.

01 Human provenance

Every Presence Associate is verified human and re-audited quarterly. Customers should know whether they are accompanied by a person or an automated system.

02 Presence without access

Associates see only wait time and a sentiment indicator. They never access accounts, payment information, or the personal details needed to resolve an issue.

03 Honest accompaniment

We explain what presence can and cannot do. Associates acknowledge frustration and stay with the customer. They do not resolve, escalate, or imply that they have.

04 Sustainable human work

Presence is emotional work. Training, reasonable breaks, and respectful boundaries support associates. A lunch window is a feature of a human service.

05 Measurement with context

Warmth and accompaniment metrics must be interpreted alongside the actual customer experience. An improved feeling does not establish an improved outcome.

06 Continuity with disclosure

Changes to how accompaniment is delivered, including the use of AI Presence Associates, should be explained clearly. Perceived warmth does not replace transparency.

Accompaniment, not resolution.

A locally prepared brief is not an accepted service agreement. Changes in the identity of accompaniment must remain visible to the customer.