
Planned Giving Interactive

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Max™ & Frank™ AI Agents — IT and Legal FAQ

Overview:

The following Frequently Asked Questions (FAQ) are intended for IT and legal professionals at organizations considering the use of Planned Giving Interactive, LLC's AI tools. Max™ and Frank™ are AI-powered agents designed as charitable planning educational tools that live on planned giving websites. Max™ assists donors with general estate planning and gift planning questions in plain language. Frank™ supports professional advisors (e.g., tax attorneys, CFPs, trust officers) with planned giving technical content.

Content Transparency & RAG-Based Data Integrity

Q: How do the agents know what to say?

A: The prebuilt, self-contained agents use a Retrieval-Augmented Generation (RAG) system. Agent responses are grounded in a controlled library of vetted documents. If a question falls outside the scope of this RAG-based content, the agents will not fabricate an answer — they will either indicate the topic is beyond their training or refer the user to a human representative. This ensures content remains accurate, trustworthy, and consistent with published sources.

Q: What are the data sources?

A: The contained data sources include:

- U.S. IRC, Treasury Regs, IRS Rulings
- Gift Planner's Workstation™ research content
- Russell James III, Ph.D., J.D., CFP®
- Clontz & Raffin, 3rd Edition Noncash Assets
- Journal of Gift Planning (NCGP) & approved contributors

Q: How do you ensure accurate responses?

A: Frank™ cites authoritative sources and defers to humans when needed. Max™ uses donor-appropriate language and flags unclear cases.

Q: How often is the content updated?

A: Live content is updated daily with IRS rulings and tax law changes. Static content is updated when new editions become available. All additions to the Gift Planner's Workstation™ undergo rigorous internal review.



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Data Collection, Storage & Retention

Q: What user data does the agent collect (including chat content), where is it stored, and what are your retention and deletion policies?

A: Agents collect what users type into the chat during a live conversation and this data is deleted 24 hours post-chat; we do not save or store user data. No tracking cookies are installed.

Data Usage & Sharing

Q: Is any user-submitted data used beyond responding to the user (e.g., analytics, product improvement), and is any data shared with third parties?

A: No. Conversation data is used only to respond to the user in the moment. It is not used to train or improve any AI model/agent.

Security & Access Controls

Q: How is user data protected (encryption in transit/at rest, access controls, monitoring)? Do you maintain any certifications (e.g., SOC 2, ISO 27001)?

A: The AI agent vendor is SOC2 type II certified; All data is encrypted in transit using TLS 1.2 or higher and encrypted at rest on the vendor's server; user chat data deletes 24 hours post-chat.

Platform Scope & Dependencies

Q: How are Max™ and Frank™ deployed?

A: Once your URL is whitelisted, the agents are deployed via secure embed code.

Q: Do agents require access to any of our internal systems (ie. CRM, CMS), or does it operate independently?

A: Agents operate independently. By default, they do not require access to internal systems, databases or networks to live on your public site/webpage.

Q: Will they affect site performance or accessibility?

A: No. They load asynchronously in a sandboxed environment. No firewall changes, open ports, or internal system access are required.



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Risk Management & Compliance Framework

Q: Do you offer a Risk Assessment clause?

A: Not a standalone clause. Risk is addressed via vendors's robust security framework:

- Data isolation (per-bot data silos)
- Encryption & access control
- SOC 2 Type II & GDPR compliance
- No model training using user data
- Continuous updates against emerging threats

Support & Maintenance

Q: Who supports the tool?

A: PGI handles all tech support. Most issues resolved within one business day.

Q: Are updates manual?

A: No. All content and model updates are deployed automatically via the cloud.

Offboarding

Q: If we discontinue use of Max™ or Frank™, how is any/all data handled (export, deletion, retention timelines)?

A: According to our policy, user-submitted data deletes in 24 hours. Your domain would be removed from whitelist. Agent will no longer appear on your site.

Legal Terms & Indemnification

Q: Where can we find the terms of use?

A: Full Terms of Service are available at: <https://estategiftplanning.com/terms-conditions/>

Q: What are the legal responsibilities of organizations using the agents?

A: Organizations are indemnified pursuant to an annual license agreement between Planned Giving Interactive, LLC (PGI) and the Organization. Furthermore, any User of Frank™ or Max™ is bound by PGI's terms of service agreement.

