AI Systems Use Register

Marketing Operations

EU AI Act Applicability Assessment | Internal Compliance Document | Confidential

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Document owner	Shawn Cordner, CMO
Purpose	Internal documentation of AI systems used in marketing operations, assessed against EU AI Act applicability and risk classification requirements.

APPLICABILITY ASSESSMENT

Amplix is a US-based company. The EU AI Act applies to AI systems placed on the EU market or used in the EU, or where the output of an AI system is used in the EU. Amplix's marketing operations are primarily US-focused. However, Amplix's website is accessible to EU visitors and certain AI tools are used in content production that may be viewed by EU users. This register documents that assessment and the conclusions reached.

No Amplix marketing AI system falls into the prohibited or high-risk categories defined under Articles 5 and 6 and Annex III of the EU AI Act. All systems are classified as minimal risk or limited risk.

AI SYSTEMS INVENTORY

1. Claude (Anthropic)	
Provider	Anthropic
Function	Content drafting assistance, research synthesis, marketing strategy development, document production, and internal workflow automation.
How it is used	Marketing team members provide source material including interview transcripts, outlines, briefs, and research. Claude assists in drafting content that is subsequently reviewed, edited, and approved by human subject matter experts before publication. Claude is not used to make autonomous decisions affecting individuals.
EU AI Act classification	Minimal risk. Claude is used as a productivity and drafting tool under continuous human oversight. No automated decisions affecting EU individuals are made using this system.

Human oversight	All content produced with Claude assistance is reviewed and edited by a human before publication. No output is published or acted upon without human review and approval.
EU exposure	Amplix has published a voluntary AI content disclosure page on its website transparently describing this workflow. EU website visitors may read content that was drafted with AI assistance and reviewed by humans. No PII is entered into Claude outside of Anthropic's enterprise account environment.

2. HubSpot AI Features (HubSpot, Inc.)

Provider	HubSpot, Inc.
Function	Email content suggestions, subject line recommendations, contact scoring, and prospecting agent for identifying and prioritizing outreach targets.
How it is used	HubSpot's AI features assist marketing and sales team members in drafting email content and identifying contacts for outreach based on behavioral signals and ICP criteria. The prospecting agent surfaces recommended contacts; human review and approval precede any outreach.
EU AI Act classification	Minimal risk. HubSpot AI features are assistive tools that inform human decisions. They do not make autonomous decisions with legal or similarly significant effects on individuals.
Human oversight	All prospecting agent recommendations are reviewed by a human before outreach is initiated. EU contacts are excluded from AI-driven outreach workflows as a stated operational policy.
EU exposure	Minimal. EU contacts are excluded from AI-assisted prospecting and outreach. HubSpot is itself subject to EU AI Act compliance obligations as a platform provider.

3. ZoomInfo Intent and Signal Data (ZoomInfo Technologies LLC)

Provider	ZoomInfo Technologies LLC
Function	Identification of accounts showing buying intent signals; used to inform outreach prioritization and content selection for sales outreach sequences.
How it is used	ZoomInfo surfaces intent signals and firmographic data that marketing and sales teams use to prioritize outreach and personalize messaging. Outputs inform human decisions about who to contact and what content to use.

EU AI Act classification	Minimal risk. ZoomInfo intent data is used to inform B2B sales and marketing decisions. No automated decisions with legal or similarly significant effects on individuals result from this system.
Human oversight	All outreach decisions informed by ZoomInfo data are made by human team members. No automated outreach is triggered directly by ZoomInfo signals without human review.
EU exposure	Amplix's ZoomInfo usage is scoped to US-based contacts. EU contacts are not targeted through ZoomInfo-informed outreach.

4. Social Platform Native AI Features (LinkedIn, Meta)

Provider	LinkedIn / Meta
Function	Lookalike audience generation, ad optimization, and content performance recommendations used in paid social advertising.
How it is used	Amplix uploads hashed contact lists from HubSpot to LinkedIn and Meta to generate lookalike audiences for paid advertising. Platform AI optimizes ad delivery within those audiences. Content recommendation features inform creative decisions.
EU AI Act classification	Minimal risk. Ad targeting and optimization are handled by the platforms under their own compliance obligations. Amplix uses only platform-native, publicly available advertising features.
Human oversight	All paid social campaigns are planned, approved, and monitored by human marketing team members. Creative and targeting decisions are made by humans.
EU exposure	Amplix does not specifically target EU audiences in paid social campaigns. Any incidental EU exposure through platform ad delivery is subject to each platform's own GDPR and EU AI Act compliance frameworks.

SUMMARY OF RISK CLASSIFICATIONS

System	Provider	Classification	High Risk	Prohibited
Claude	Anthropic	Minimal risk	**No**	**No**
HubSpot AI	HubSpot	Minimal risk	**No**	**No**
ZoomInfo Intent	ZoomInfo	Minimal risk	**No**	**No**
Social Platform AI	LinkedIn / Meta	Minimal risk	**No**	**No**

CONTROLS SUMMARY

- EU contacts are excluded from AI-assisted prospecting and outreach as a stated operational policy
- All AI-generated content is reviewed and edited by human subject matter experts before publication
- No AI system used in Amplix marketing makes autonomous decisions with legal or similarly significant effects on individuals
- Amplix has published a voluntary AI content disclosure page transparently describing its AI-assisted content workflow
- No AI system used in Amplix marketing falls into a prohibited or high-risk category under the EU AI Act
- New AI tools are assessed against the EU AI Act risk classification framework before deployment

This document is intended for internal compliance purposes and M&A diligence. It reflects Amplix's good-faith assessment of its AI systems and applicable regulatory obligations as of the date above.