

Use of AI in Webtrends Optimize

Where is AI used in Webtrends Optimize?

We have, or will have in the near future, the following features powered by AI:

- Product recommendations engines
- Automated reporting insights
- Automated survey insights
- Predictive heatmaps
- Synthetic user testing
- Coding copilots
- MCP servers
- In-UI guidance and nudges
- Help centre chatbots

AI Governance

Webtrends Optimize has, and enforces, centralised access to AI for all team members. This allows us to evaluate and approve vendors for use, ensuring compliance with local regulations including GDPR and the EU AI Act. These vendors do evolve over time, but are managed centrally.

Sovereign AI in the product

Webtrends Optimize is one of the only major experimentation platforms to offer and insist on Sovereign AI wherever possible in our product. This means for non-urgent AI requests such as generating Product Recommendation sets, evaluating Survey responses, generating Predictive Heatmaps etc. – we can and will default to running this on WTO-managed hardware.

This ensures a hard data boundary, and a level of data privacy that is not otherwise possible if one were to ship data to LLM APIs.

Using your data to train our models

In short, we do not do this.

Our models are all pre-trained, either using our own proprietary research or open-source models that we host. For these, there is no use of your data to train our models.

This also applies to our current use of external API providers. Our agreement with them is such that “Customer Content” cannot be used to train their LLMs, and they simply host and serve content on our behalf.

Data privacy

No customer data can or will be shared with other customers of Webtrends Optimize. This applies not only to experiences you build, or the reporting/analytics data, but also to inputs you provide for our AI features.

Your data will not be shared with other customers - neither directly, or indirectly via. training models that they have access to.

Security and privacy by design

Alongside the above commitments, we also have and retain our commitment to routine penetration testing, Cyber Essentials, and ISO 27001.

This ensures that we incorporate security and privacy into all current and future developments of the product.

Data ownership

The Customer is the owner of all AI generated output, and all Customer-provided content, in the Webtrends Optimize platform.

Accuracy of AI content

AI can make mistakes and hallucinate.

We have controls and monitoring in place for current AI-generated content, including our Product Recommendations and Predictive Heatmaps. Future features will have user-feedback systems that will allow us to respond to poor-quality responses, if provided.

Wherever possible, we aim to not just provide responses, but have traceable and meaningful explanations for why the results are the way they are - such as the reasons behind recommended test ideas.

Personal data

We do not expect to be provided with Personal Data for processing. Being a system that is very open for user input, we expect customers to maintain reasonable use of the platform in this direction, per our SSA agreement.

AI opt-out

Users currently opt into all AI features in the platform, but as these become more prevalent, we will be including opt-out mechanisms found in your Account Settings.

Opting-out will apply to all future generated content.

Last updated May 2026