Decision framework and trade-off log

LINDBERGH FORMATION — 16 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114

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2 automatic actions, 19 logged executions · fictional document

Fictional document — demonstration example

This document is produced by the Blue Lemon Agent website to illustrate what an AI agent hands to its users. The companies, matters, amounts and people in it are invented. It has no legal, accounting or commercial value.

Fictional document, produced for the demonstration. **This is the document an executive board or an auditor asks for, and it fits on one page.** It states what the agent does without asking — two actions, both approved once and withdrawable with a word — and what the log keeps of every trade-off.

The only two automatic actions

Action	What it does exactly	What it does NOT do	Reversibility
Alert on spend that buys nothing	**Alerts within 3 minutes when a landing page stops responding, with the suspension draft and the amount leaving every minute**	**Suspends no campaign — approval stays human**	Not applicable: it is an alert

Action	What it does exactly	What it does NOT do	Reversibility
Excluding recent customers from acquisition audiences	**People who ordered within 30 days drop out of conquest campaigns — approved once, on 3 March**	Touches neither budget nor bids	**Past 30 days the person becomes eligible again automatically, with the date on record**

What the first action avoided: two cases in the quarter, suspension approved in **9 and 14 minutes**, that is **€3,100 of charged clicks avoided** — against roughly **€41,000** had the outage lasted the day. **What the second recovered: €2,900 a month** that were paying to show conquest ads to customers already won.

What stays with the marketing director, mandate or no mandate

Action	Condition for it to happen
Raise the total monthly budget	**Never through the agent**
Open a platform	Marketing director's decision, learning budget set
Create a campaign	Marketing director's decision
Change a bid	Written, capped, dated and withdrawable mandate
Suspend a campaign	**Human approval, every time**

What the log keeps, trade-off by trade-off

Item logged	What it is for the day someone asks
Date and comparison scope	Redo the calculation six months later and find the same result
Assumptions used	**Tell an assumption error from a method error**
Range announced	Assess the forecast, not only the result

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Item logged	What it is for the day someone asks
Stop threshold written beforehand	**Show that the exit was decided cold**
Decision, author, execution time	**Prove human supervision rather than declare it**
Result measured at due date	Feed the reliability tally

The four figures of the arrangement

Figure	Value
Hosting	**100 % in France, under French law**
Data outside the European Union	**0 — architecture designed to reduce exposure to extraterritorial legislation, location alone not being enough to guarantee immunity**
Advertising use cases ready to deploy	**6**
Decisions with a legal or significant effect taken by an agent	**0**

> **Mandate review diarised once a quarter.** A mandate nobody has reread in a year is no longer a decision, it is a habit — and it is the first thing an auditor looks at.

For the company to set

Date of the next mandate review and who conducts it: _____

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https://bluelemonagent.ai/en/entreprises/cas-usage/agent-de-campagnes-publicitaires-optimisation

Scope of this document: the service operated by Blue Lemon Agent. For an agent deployed at your premises, the applicable location is that of the architecture set out in the quotation and verified before commissioning; local execution is announced only for the configuration explicitly described and accepted in the quotation; the applicable isolation depends on the deployment mode set out in the quotation, no dedicated isolation being presumed; the encryption mechanisms in transit and at rest, their components and key management are those documented for the architecture chosen; roles and permissions are configured and accepted for the identities and systems actually connected; the events logged, their content, their retention period and who may access them are defined for the deployment chosen.

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