



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

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 taken without human approval	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: _____

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 LINDBERGH FORMATION — a simplified joint-stock company with share capital of €250,000 · Registered office: 16 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114 · SIRET 817 946 114 00029 · VAT FR 60 817 946 114 · "Blue Lemon Agent" trade mark · Training-provider registration no. 119 108 635 91 (Île-de-France prefect — this registration does not amount to State approval) · Qualiopi certified, no. 03896, for the "training actions" category · contact@bluelemonagent.ai · dpo@bluelemonagent.ai · Hosted in France.

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.