



Who decides what on a media budget

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

Document issued on 24/09/2026

Three mandate forms, all withdrawable · 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. **The agent is not restrained: it is mandated.** Moving a budget commits real spend, and the internal note of 14 January entrusts that decision to the marketing director. **This document describes what the agent executes as soon as a written mandate entrusts it — and how that mandate is withdrawn.**

What is already built in the accounts, as drafts

Item built	State	Execution time once approved
The two new budget splits	Draft	1 minute
Daily caps	Draft	30 seconds
3 video ads from collection visuals	Draft	1 minute
Generic-search keyword list	Draft	1 minute
The two stop thresholds	Set	Live from execution
Return to the original split	Built in advance	4 minutes, at any time

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.

Execution takes four minutes. It was the preparation that took two days, and it is done.

The three mandate forms

Form	What the agent may do	What it may never do	For whom
Case by case	Execute an approved trade-off, within minutes	Everything else	Maison Verlain's current regime
Capped mandate	Move up to a set amount, inside a constant monthly total	Raise the total, open a platform, create a campaign	Teams that arbitrate weekly
Withdrawal-only mandate	Bring a budget back to its previous value if a stop threshold is crossed	Raise anything at all	The safest: it can only reduce spend in progress

What accompanies any mandate, whatever its form

Guarantee	Implementation
Written and dated	Scope, cap, duration, signatory
Withdrawn with a word	Without notice, and nothing stays running afterwards
Notified	Every action reported within the hour, with its arithmetic
Logged	Author, amount, reason, time, measured result
Diarised for review	Once a quarter — a mandate nobody has reread in a year is no longer a decision, it is a habit

What stays outside every 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

For the marketing director to set

Mandate form retained, cap and review date: _____

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.