



Who decides what — three automatic acts, eleven human decisions

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Scope of the agent's action · 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 automatic acts are reversible and none of them sends a message.** Everything else waits for a named decision.

The acts the agent performs alone

Act	Why it is automatic	How to withdraw it
Apply an unsubscribe within the second — and the re-subscription the other way	The request has already been made; asking again would be one more e-mail. And someone who fills in the form again comes back on the list, with date and page on record — 3 subscribers this quarter: unsubscribing is not a door closed for life	Cannot be withdrawn — it is the floor

Act	Why it is automatic	How to withdraw it
Compose the issue 3 days before the deadline	A composed issue gets approved; an issue still to compose gets postponed	One word: the agent then waits for the signal
Hold a non-compliant send	Unsubscribed address or segment with no origin — alert within the minute	Only works one way: hold, never trigger

The decisions that stay human, and whose they are

Decision	Who decides	What the agent brings
Trigger the send	Editorial lead	The composed issue and the seven-check report
Settle the selection	Editorial lead	9 items chosen from 25, each with its criterion
Remove or add an item	Editorial lead	Hook, subject line and contents reworked in 4 minutes
Choose the subject line	Editorial lead	Two comparable versions and the test protocol
Change the running order	Editorial lead	The measured effect on the next issue's clicks
Change an editorial criterion	Editorial lead	The issue that proves the current threshold
Set the yearly cadence	Marketing management	The feasibility arithmetic and the state of the reserve
Open a new sending segment	Marketing management	Size, origin and expected clicks

Decision	Who decides	What the agent brings
Use a segment with no recorded origin	Data officer	The number of people concerned and the route to regularise them
Set retention periods	Data officer	The list of what is logged
Publish the English or social version	Export manager · communications officer	The hand-over from the approved version

Why the send is not automated, and this is not caution on principle: an issue reaches 14,200 people in one second and cannot be taken back — the apology would itself be one more e-mail. **It is the only decision in the chain with no undo**, and that is why it belongs to the company.

Proposal for the year: the calendar of the eleven issues, each with the period it covers, the reserve available at that date and the segmented short letters in between. It is reviewed once, in January.

For marketing management to settle

Issues approved for the year: _____

Automatic acts withdrawn, if any: _____

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.