



# Technical framework — where your visuals and briefs live

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Local inference, role-based access, processing in the EU targeted · 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. **It describes the architecture actually offered.** An in-house studio handles unlaunched campaigns, unannounced prices and the confidential visuals of its partner brands: the most sensitive data a retailer holds ahead of its own announcements.

## The two deployment modes, at the company's choice

| Mode              | Where the computation happens                            | What leaves the network            | For whom                                        |
|-------------------|----------------------------------------------------------|------------------------------------|-------------------------------------------------|
| Local inference   | On a machine at head office                              | Nothing                            | Companies already running their own file server |
| Isolated resource | On a dedicated server hosted in France, under French law | Nothing outside the European Union | Companies that prefer not to run a machine      |

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**In both cases the resource is dedicated to your company.** No pooling with another retailer or another brand: your guidelines, briefs, unpublished visuals and partner data live in an environment that is yours alone.

## What protects your creative work and your partners'

| Point                        | Implementation                                                                                  | What it lets you tell a partner brand                                                                                                                                                         |
|------------------------------|-------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Ownership of the work</b> | <b>Your visuals and briefs train no public model</b>                                            | <b>“What the agent produces stays our property and yours — nothing is reused elsewhere.”</b>                                                                                                  |
| Encryption                   | In transit and at rest                                                                          | “An unpublished visual is readable by nobody outside the authorised team.”                                                                                                                    |
| <b>Role-based access</b>     | <b>Rights follow the job</b> — the apprentice opens social templates, not co-branding contracts | “The number of people with access to your launch is named, and it is short.”                                                                                                                  |
| Logging                      | Who asked for what, when, what was approved and by whom                                         | <b>“We can produce the access log for your campaign.”</b>                                                                                                                                     |
| Location                     | France, under French law                                                                        | <b>“Architecture designed to reduce exposure to extraterritorial legislation, location alone not being enough to guarantee immunity, including against an American host based in Europe.”</b> |
| Human oversight              | No automatic publishing; logged approval by the art director                                    | “No visual went out without a person approving it, and that is checkable.”                                                                                                                    |

## What the agent plugs into — and what it does not replace

| Tool in place    | What the agent does there                                         | What changes for the team                                |
|------------------|-------------------------------------------------------------------|----------------------------------------------------------|
| Creative suite   | Reads the templates, produces adaptations in the expected formats | <b>Nothing: files open exactly as before</b>             |
| Image library    | Indexes content, keeps the rights register                        | No renaming, no moving                                   |
| Social scheduler | Drops in ready posts, <b>schedules nothing</b>                    | Scheduling remains a human act                           |
| Ad accounts      | Builds ads and audiences, <b>activates nothing</b>                | Activation stays a decision of the communication manager |
| Approval space   | Files proofs, chases late approvers                               | The existing approval circuit is kept                    |
| CRM              | Keeps the state of creative jobs and partner budgets              | No more double entry                                     |

## What it has already brought commercially

| Requirement encountered                           | Origin                                         | Answer given                                                  |
|---------------------------------------------------|------------------------------------------------|---------------------------------------------------------------|
| Unreleased visuals not leaving the European Union | <b>2 co-branding contracts out of 2</b>        | <b>Met, with the technical sheet as evidence</b>              |
| Hosting and subcontractors declared               | Buying-group listing                           | <b>Criterion scored out of 5 — ticked without reservation</b> |
| Marking of model-produced images                  | Co-branding contracts + European AI regulation | Provenance note written into every file's metadata            |

**To re-check at deployment:** the timetable for the European artificial intelligence regulation has already been amended once. The marking obligations are implemented here **because your partners ask for them**, without waiting for the regulatory deadline.

## For the company to decide

Deployment mode chosen (local inference / isolated resource): \_\_\_\_\_

Retention period for access logs: \_\_\_\_\_

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.