PEGA

Transformation you can *trust*.

How Pega Blueprint securely manages **data, privacy, and AI.**

Select the Case Type to define the workflow details: ⓘ Secured Retail Loan Application ⌄

This case type defines a secured Retail Loan application process, from submission, approval, and disbursement, ensuring efficient communication with applicants. This case type represents the process of handling and approving a secured retail lending products like vehicle loans.

Primary Stages

Capture Applicant Inf...	Eligibility and Evaluat...	Additional Document...	Loan Amount and Te...	Loan Agreement and ...
Collect Applicant Information	Eligibility Check	Additional Documentation Check	Loan Amount Check	Prepare Loan Agreement
Collect Financial Information	Credit Check	Collect Additional Documentation	Loan Terms Calculation	Review and Sign Agreement
Collect Collateral Information	Validate Financial Documentation	Collect Collateral	Loan Terms Approval	Approve Loan Disbursement
+ Add Step	Check Collateral Type	Validate Collateral	+ Add Step	Update Loan Account Information
	Validate Guarantor's Financial Data	Valuation of Collateral		Update Collateral Systems
	Retrieve Guarantor's Credit Score	Approve/Reject Loan		Loan Disbursement
	Check Guarantor's Eligibility	+ Add Step		Notify Applicant for Loan Disbursement
	Offer Risk Reducing Product to Client			+ Add Step
	+ Add Step			

Pega Blueprint™ Security & Privacy

Pega Blueprint™

Security & Privacy Summary

We built Pega GenAI Blueprint™ with your privacy and security as priorities. We understand your processes aren't just diagrams and workflows – they're your competitive advantage.

Access managed by your enterprise

Blueprint access can be connected to your enterprise single-sign on.

- Blueprint manages data access through role-based access control to ensure the Blueprints created remain private to the creator unless actively shared.
- When a user leaves your organization, they will lose access to your Blueprints when their status or roles are updated in your organizations SSO provider.

No AI is trained on your Blueprints

Prompts, data, and designs are never fed into AI models for training.

- Blueprint leverages multiple LLMs under the hood – including Anthropic models on AWS, Google Gemini, and OpenAI on MS Azure.
- All LLM's are continually governed, performance tested and leverage provider best practices for content filtering.

Data remains confidential

The details of your Blueprints are stored in an encrypted cloud database.

- Deployed in the cloud in the region which makes most sense for your business – US, UK, APAC, or EU.
- No data shared across Pega clients or partners.
- Blueprints remain private to the creator unless actively shared.
- Only activity-level reporting data leveraged within Pega by authorized personnel (email address, create time, create name)

Enterprise-grade cloud security

Your Blueprint data gets the same rock-solid protection as our production Pega Cloud Environment including:

- 256-bit AES encryption for data at rest and HTTPS/TLS protection for data in transit.
- Continuous monitoring with host-based virus protection and intrusion prevention systems.
- State-of-the-art operations centers that take physical and environmental security seriously.
- Built-in safeguards against DDoS attacks and automatic blocking of known malicious IP addresses.

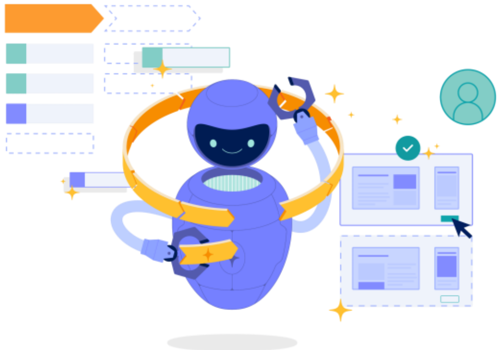
01

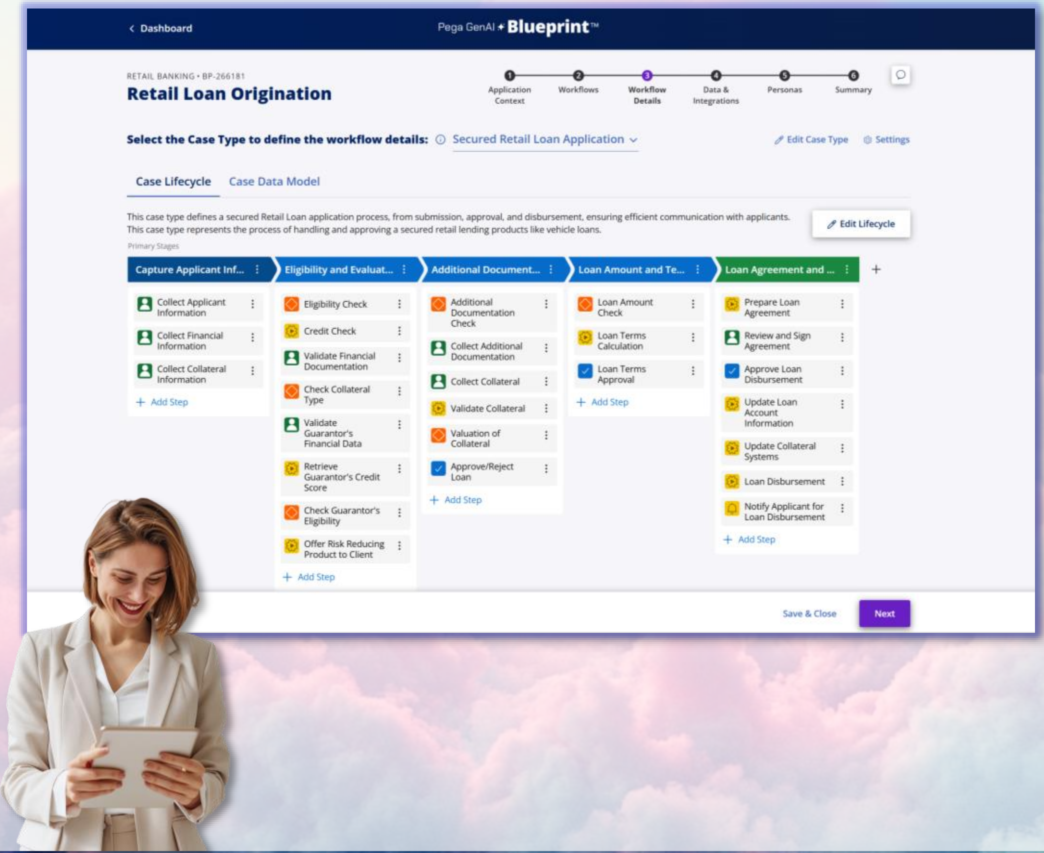
What is Pega Blueprint?

PEGA BLUEPRINT™

Transformation rocket fuel

Pega Blueprint is enterprise workflow development powered by AI. Focused on bringing people & AI together to accelerate automation & jumpstart transformation.





RETAIL BANKING • BP-266181

Retail Loan Origination

Select the Case Type to define the workflow details: Secured Retail Loan Application

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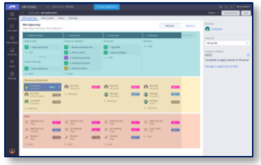
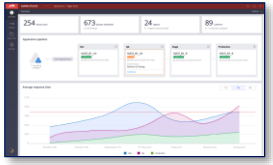
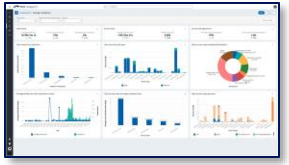
Collect Applicant Information	Eligibility Check	Additional Documentation Check	Loan Amount Check	Prepare Loan Agreement
Collect Financial Information	Credit Check	Collect Additional Documentation	Loan Terms Calculation	Review and Sign Agreement
Collect Collateral Information	Validate Financial Documentation	Collect Collateral	Loan Terms Approval	Approve Loan Disbursement
+ Add Step	Check Collateral Type	Validate Collateral	+ Add Step	Update Loan Account Information
	Validate Guarantor's Financial Data	Valuation of Collateral		Update Collateral Systems
	Retrieve Guarantor's Credit Score	Approve/Reject Loan		Loan Disbursement
	Check Guarantor's Eligibility	+ Add Step		Notify Applicant for Loan Disbursement
	Offer Risk Reducing Product to Client			+ Add Step
	+ Add Step			

Where does Blueprint fit in the SDLC?

Rapid design to jumpstart development

Design	Build	Test & deploy	Operate	Optimize
				
Pega Blueprint™	**Pega Infinity™** Pega App Studio	**Pega Infinity™** Pega Deployment Manager	**Pega Infinity™** -	**Pega Infinity™** Pega Process Mining
Business & IT collaboration to accelerate initial workflow design with GenAI.	Deep configuration of integration, automation, etc. to turn Blueprints into complete apps	Automated DevOps pipelines orchestrating route-to-live, including tests, approvals, security scans, and more	Secure end-user experiences to access workflows (locked down through role & access based controls)	Analyze workflows to uncover process gaps & inefficiencies
No PII *	No PII *	No PII*	Potentially sensitive	Potentially sensitive
Operated securely by Pega Cloud®	Private client deployment	Private client deployment	Private client deployment	Operated securely by Pega Cloud®

*Based on design time use cases, it is not advised to manage PII at these phases

02

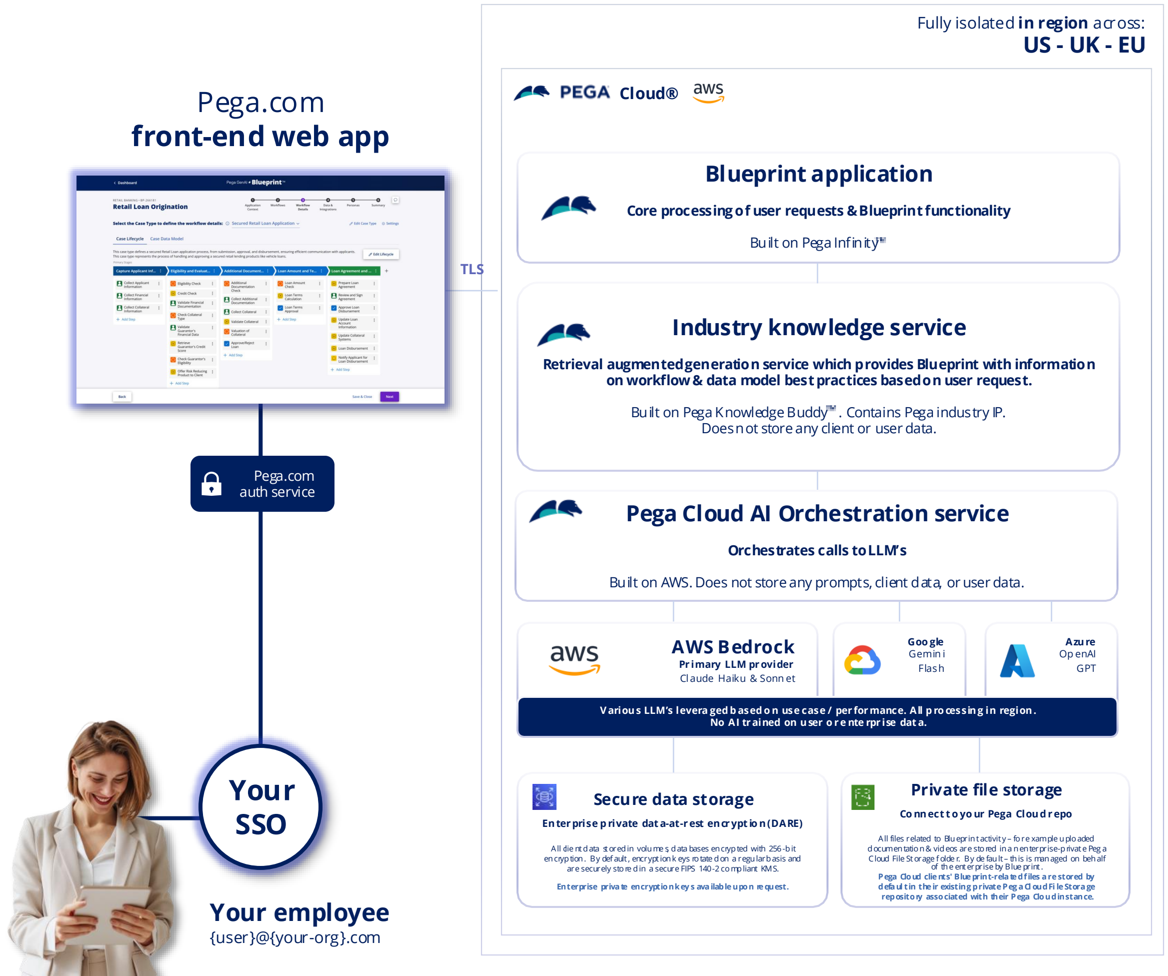
Blueprint architecture.

Pega Blueprint™ Architecture

Blueprint runs securely in Pega Cloud® on AWS – managed & operated following leading cloud standards.

High level architecture:

- Blueprint authentication connects to your enterprise single-sign on protocol (SSO).
- Pega offers geographically segmented data residency services specific to its Pega Cloud offering. Blueprint geographic region is based on your enterprise location (within either US-East, UK, or European Union).
- Blueprint processing runs on a secure, reliable Pega Infinity application, fully backed by the operational strength of Pega Cloud services, delivering enterprise grade reliability, compliance, security, & disaster recovery.
- Blueprint leverages LLM's based on use case & performance. Primarily Claude models running on AWS Bedrock.
- No AI is trained on your Blueprint data.
- Blueprint data is encrypted in transit with TLS.
- Blueprint data is securely stored & encrypted at rest.



Pega.com
front-end web app

TLS

Pega.com auth service

Your SSO

Your employee
{user}@{your-org}.com

Fully isolated **in region** across:
US - UK - EU

PEGA Cloud® aws

Blueprint application

Core processing of user requests & Blueprint functionality

Built on Pega Infinity™

Industry knowledge service

Retrieval augmented generation service which provides Blueprint with information on workflow & data model best practices based on user request.

Built on Pega Knowledge Buddy™. Contains Pega industry IP.
Does not store any client or user data.

Pega Cloud AI Orchestration service

Orchestrates calls to LLM's

Built on AWS. Does not store any prompts, client data, or user data.

AWS Bedrock
Primary LLM provider
Claude Haiku & Sonnet

Google
Gemini
Flash

Azure
OpenAI
GPT

Various LLM's leveraged based on use case / performance. All processing in region.
No AI trained on user or enterprise data.

Secure data storage

Enterprise private data-at-rest encryption (DARE)

All client data stored in volumes, databases encrypted with 256-bit encryption. By default, encryption keys rotated on a regular basis and are securely stored in a secure FIPS 140-2 compliant KMS.

Enterprise private encryption keys available upon request.

Private file storage

Connect to your Pega Cloud repo

All files related to Blueprint activity – for example uploaded documentation & videos are stored in an enterprise-private Pega Cloud File Storage folder. By default – this is managed on behalf of the enterprise by Blueprint.
Pega Cloud clients' Blueprint-related files are stored by default in their existing private Pega Cloud File Storage repository associated with their Pega Cloud instance.

Pega Blueprint™ Regional Data Residency (EU, UK, US)

Enterprises located in the

European Union

- Storage & compute: **AWS EU-Central (Frankfurt)**
- AI Model Execution

	Provider	Model / provider	LLM regions
aws	**AWS Bedrock** Primary provider	Anthropic	AWS Bedrock: European Union
	Google Cloud	Gemini	Google Vertex: European Union
	Microsoft Azure	OpenAI GPT	Microsoft Azure: European Union

Enterprises located in the

United Kingdom

- Storage & compute: **AWS EU-Central (Frankfurt)**
- AI Model Execution

	Provider	Model / provider	LLM regions
aws	**AWS Bedrock** Primary provider	Anthropic	AWS Bedrock: European Union
	Google Cloud	Gemini	Google Vertex: European Union
	Microsoft Azure	OpenAI GPT	Microsoft: European Union

Enterprises located

Across the globe

- Storage & compute: **AWS US-East**
- AI Model Execution

	Provider	Model / provider	LLM regions
aws	**AWS Bedrock** Primary provider	Anthropic	AWS Bedrock: United States
	Google Cloud	Gemini	Google Vertex: United States
	Microsoft Azure	OpenAI GPT	Microsoft Azure: United States

For Pega Partners

Define which enterprise you're creating a Blueprint on behalf of in the organization name field on the functional description page of blueprint and those Blueprints will be stored & managed within region on behalf of that enterprise, automatically.

Determining which region a Blueprint is stored within

Check out the Blueprint ID – which will have a regional identifier if it is stored & managed within the EU, AU, UK, JP, or SG.

Pega Blueprint™ Regional Data Residency (APAC)

Enterprises located in the

Australia

- Storage & compute: **AWS: Australia - Sydney**
- AI Model Execution

	Provider	Model / provider	LLM regions
aws	**AWS Bedrock** Primary provider	Anthropic	AWS Bedrock: Australia/APAC
	Google Cloud	Gemini	Google Vertex: Australia
	Microsoft Azure	OpenAI GPT	Microsoft Azure: Australia / European Union

Enterprises located in the

Japan

- Storage & compute: **AWS: Japan - Osaka**
- AI Model Execution

	Provider	Model / provider	LLM regions
aws	**AWS Bedrock** Primary provider	Anthropic	AWS Bedrock: Japan /APAC
	Google Cloud	Gemini	Google Vertex: Japan
	Microsoft Azure	OpenAI GPT	Microsoft Azure: Japan / European Union

Enterprises located

Singapore

- Storage & compute: **AWS: Singapore**
- AI Model Execution

	Provider	Model / provider	LLM regions
aws	**AWS Bedrock** Primary provider	Anthropic	AWS Bedrock: APAC
	Google Cloud	Gemini	Google Vertex: Singapore
	Microsoft Azure	OpenAI GPT	Microsoft Azure: European Union

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Check out the Blueprint ID – which will have a regional identifier if it is stored & managed within the EU, AU, UK, JP, or SG.

03

Access & authentication.

Pega Blueprint™ Access & Auth

Set up access to Blueprint with your single-sign on (SSO).

Enabling users to authenticate against your Organization's IDP ensures that only authorized users are accessing ALL Pega sites and applications, such as Blueprint, My Support Portal, etc.

When Federated Authentication is enabled, at log in, users will not be prompted to provide a password and will be redirected to authenticate against their Identity Provider.

IT leads at the client Organization can work with our integrated account team to enable Federated Authentication.

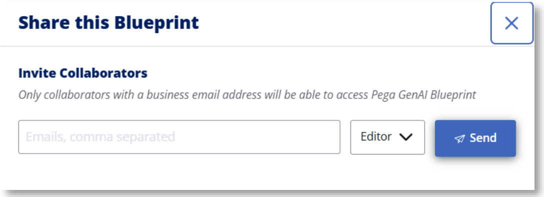
What we need from you: **SAML 2.0 Configuration details** or **OAuth Configuration details**

Login to following applications will use Federated authentication: Blueprint, Pega.com, community.pega.com, academy.pega.com, support.pega.com, docs.pega.com, partners.pega.com, saleshub.pega.com, partner-logo-generator.pega.com, My Support Portal, My Pega Cloud, My Pega, PDC, Deployment Manager, Pega Trials

Blueprints are only visible to the creator, unless actively shared.

By default, Blueprints are not visible to anyone beyond the user who created them (the Blueprint *owner*).**

Blueprint owners have the ability to share the Blueprint with additional stakeholders (e.g. teammates, partners, etc.). They can invite users via email as either *editors* or *viewers*.



Share this Blueprint

Invite Collaborators

Only collaborators with a business email address will be able to access Pega GenAI Blueprint

When a user leaves your org, their Blueprints don't leave with them.

If an enterprise has federated their SSO with Pega digital properties (e.g. Blueprint), only users with active access to their SSO will be able to log into Blueprint.

If a user changes the domain registered with their pega.com profile – for example switches organizations, the Blueprints that they created within their old domain will no longer be visible.

Access to those Blueprints can be restored for other users within the organization upon request.

**Visible only to authorized Pega administrative Cloud Operations personnel.

04

Data privacy.

Pega Blueprint™
Data Handling

What's captured & how is it handled?

#	Datapoint	Format	Processed by LLM?	Used for AI Training?	Stored in…	Visible to…
1	**Creator information**	Metadata (name, email, org)	No	No	**Pega Cloud Data Storage** Fully encrypted*	Pega
2	**App description**	Metadata (industry, app name)	Yes – to inform initial Blueprint template	No	**Pega Cloud Data Storage** Fully encrypted*	Pega
3	**Text based application description**	Encrypted text	Yes – to inform initial Blueprint template	No	**Pega Cloud Data Storage** Fully encrypted*	Only Blueprint creator & invitees**
4	**Legacy documentation**	.PDF, .DOC, .DOCX	Yes – to inform initial Blueprint template	No	**Pega Cloud File Storage** Encrypted at rest*	Only Blueprint creator & invitees**
5	**Legacy videos & images**	.MOV, .MP4, .JPG, .PNG	Yes – to inform initial Blueprint template	No	**Pega Cloud File Storage** Encrypted at rest*	Only Blueprint creator & invitees**
6	**Process diagrams**	.BPMN	Yes – to inform initial Blueprint template	No	**Pega Cloud File Storage** Encrypted at rest*	Only Blueprint creator & invitees**
7	**Integration & data documentation**	.YAML, .SQL, .DDL, .CRD	Yes – to inform initial Blueprint template	No	**Pega Cloud File Storage** Encrypted at rest*	Only Blueprint creator & invitees**
8	**Blueprint edits & final designs**	Encrypted metadata (exported as encrypted .Blueprint file)	No	No	**Pega Cloud Data Storage** Fully encrypted*	Only Blueprint creator & invitees**

*Blueprint data can be permanently deleted upon request through Pega Support.
**Visible only to authorized Pega administrative Cloud Operations personnel.

05

Cloud security.

Visit the Pega Cloud Trust Center to learn more

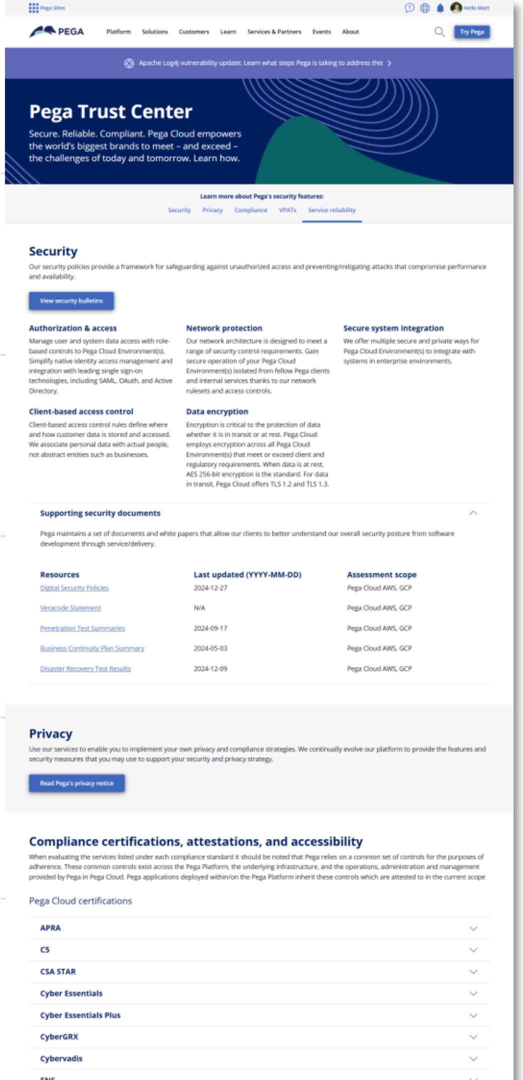
Pega Blueprint™ Cloud Security

Pega Blueprint runs on Pega's proven Pega Cloud® services, ensuring enterprise-grade security.

Transformation you can rely on.

- 24/7 operations monitoring, management, and support
- Secure-by-design architecture operations with strict access controls and operational safeguards-minimizing human touch through automation
- Enterprise-grade compliance, uptime, disaster recovery, and threat modeling

Operations	**24/7 monitoring, environment support, & proactive response** Details
Access	**Environment governed by automated operational controls and strict access protocols** Details
Compliance	**Strict adherence to 20+ industry standards** Details
Disaster recovery	**Comprehensive data & service back-up, failover, restoration** Details
Threat modeling	**Follow red team methodology based on OWASP top 10** Details
Availability	**Architecture leverages built-in high availability and disaster recovery to support near continuous uptime.** Details



Apache Log4j vulnerability update: Learn what steps Pega is taking to address this ›

Pega Trust Center

Secure. Reliable. Compliant. Pega Cloud empowers the world's biggest brands to meet – and exceed – the challenges of today and tomorrow. Learn how.

Learn more about Pega's security features:

Security

Our security policies provide a framework for safeguarding against unauthorized access and preventing/mitigating attacks that compromise performance and availability.

Authorization & access

Manage user and system data access with role-based controls to Pega Cloud Environment(s). Simplify native identity access management and integration with leading single sign-on technologies, including SAML, OAuth, and Active Directory.

Network protection

Our network architecture is designed to meet a range of security control requirements. Gain secure operation of your Pega Cloud Environment(s) isolated from fellow Pega clients and internal services thanks to our network rulesets and access controls.

Secure system integration

We offer multiple secure and private ways for Pega Cloud Environment(s) to integrate with systems in enterprise environments.

Client-based access control

Client-based access control rules define where and how customer data is stored and accessed. We associate personal data with actual people, not abstract entities such as businesses.

Data encryption

Encryption is critical to the protection of data whether it is in transit or at rest. Pega Cloud employs encryption across all Pega Cloud Environment(s) that meet or exceed client and regulatory requirements. When data is at rest, AES 256-bit encryption is the standard. For data in transit, Pega Cloud offers TLS 1.2 and TLS 1.3.

Supporting security documents

Pega maintains a set of documents and white papers that allow our clients to better understand our overall security posture from software development through service/delivery.

Resources	Last updated (YYYY-MM-DD)	Assessment scope
Digital Security Policies	2024-12-27	Pega Cloud AWS, GCP
Veracode Statement	N/A	Pega Cloud AWS, GCP
Penetration Test Summaries	2024-09-17	Pega Cloud AWS, GCP
Business Continuity Plan Summary	2024-05-03	Pega Cloud AWS, GCP
Disaster Recovery Test Results	2024-12-09	Pega Cloud AWS, GCP

Privacy

Use our services to enable you to implement your own privacy and compliance strategies. We continually evolve our platform to provide the features and security measures that you may use to support your security and privacy strategy.

Compliance certifications, attestations, and accessibility

When evaluating the services listed under each compliance standard it should be noted that Pega relies on a common set of controls for the purposes of adherence. These common controls exist across the Pega Platform, the underlying infrastructure, and the operations, administration and management provided by Pega in Pega Cloud. Pega applications deployed within/on the Pega Platform inherit these controls which are attested to in the current scope

Pega Cloud certifications

- APRA
- C5
- CSA STAR
- Cyber Essentials
- Cyber Essentials Plus
- CyberGRX
- Cybervadis
- ENS

06

AI governance.

Pega Blueprint™ leverages a mix of frontier models to help drive rapid transformation

Models are all securely managed & incorporated into the product to balance effectiveness & performance.

As of Q3 2025

While Pega continually assesses LLM's to ensure we're using the right model for the right job, here are models currently utilized under the hood:

	Hyperscaler	LLM Provider	Blueprint region	LLM region
aws	**AWS** Primary provider	Anthropic	AMS (USA)	AWS Bedrock: United States
			EU	AWS Bedrock: European Union
			UK	AWS Bedrock: United Kingdom
	Google Cloud	Google Gemini	AMS (USA)	Google Vertex: United States
			EU	Google Vertex: European Union
			UK	Google Vertex: United Kingdom
	Microsoft Azure	OpenAI - GPT	AMS (USA)	Microsoft Azure: United States
			EU	Microsoft Azure: European Union
			UK	Microsoft Azure: United Kingdom

All agreements with hyperscalers include commitments that no prompts or data sent by Pega or clients will be accessed by either the hyperscaler or the LLM provider.

*as of June 2025

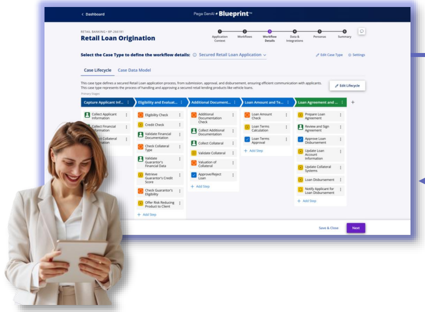
** Always up-to-date on pega.com

AI Data Flow

Pega Blueprint™

Secure, safe AI handling:

1. Pega Blueprint **creates prompts** that describe the application based on user-entered information.
2. Pega Blueprint calls out to Pega's **industry expertise** knowledgebase run on Pega Knowledge Buddy to synthesize industry best practices based on Blueprinted use case and enrich LLM prompts & Blueprint creation.
3. All LLM calls are brokered by the **Pega GenAI Gateway Service** on Pega Cloud. This service provides a trusted layer of security, segmentation, and scalability for communication with large language providers.
4. When sending an encrypted prompt to a secure LLM, **content filtering** applies to detect and prevent harmful content in prompts and completions.



Retail Loan Origination

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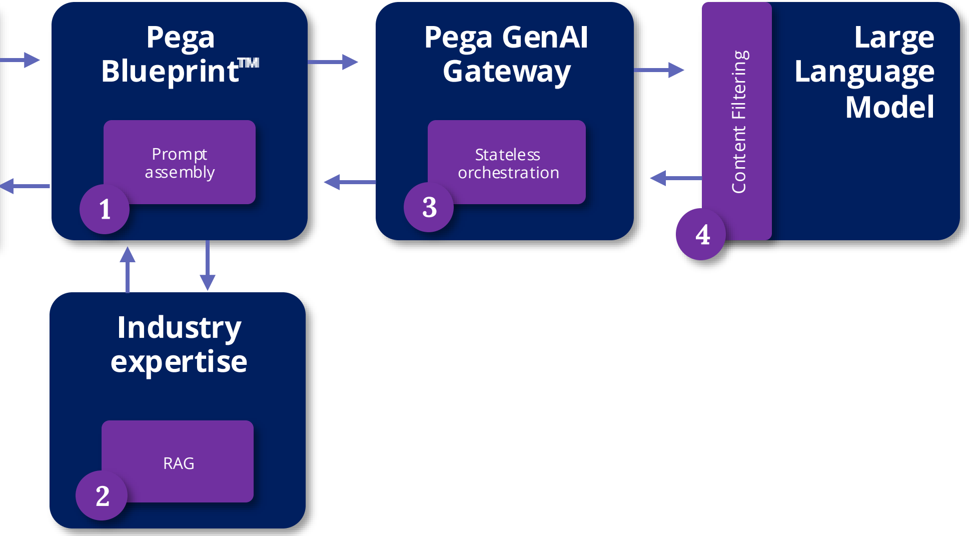

Content filtering approach

Pega relies on the most proven Large Language Model Providers in its delivery of Pega capabilities that rely on Generative AI. Within each model, are robust content filtering capabilities that will mitigate the possibilities of harmful, unethical, or toxic responses from occurring. While the capabilities are robust, these are only mitigations and the possibility for a jailbreak remains. In addition, each model provider takes a different approach to achieving the same outcome of responsible and ethical AI.

This means that the classification models, thresholds, and categories of detection can differ. When different models are used different content classification and filtering is applied. When clients are using Pega GenAI Connect, they should be aware of these possible differences and perform testing to validate them.

AI Data Flow

Pega Blueprint™

Content filtering approach

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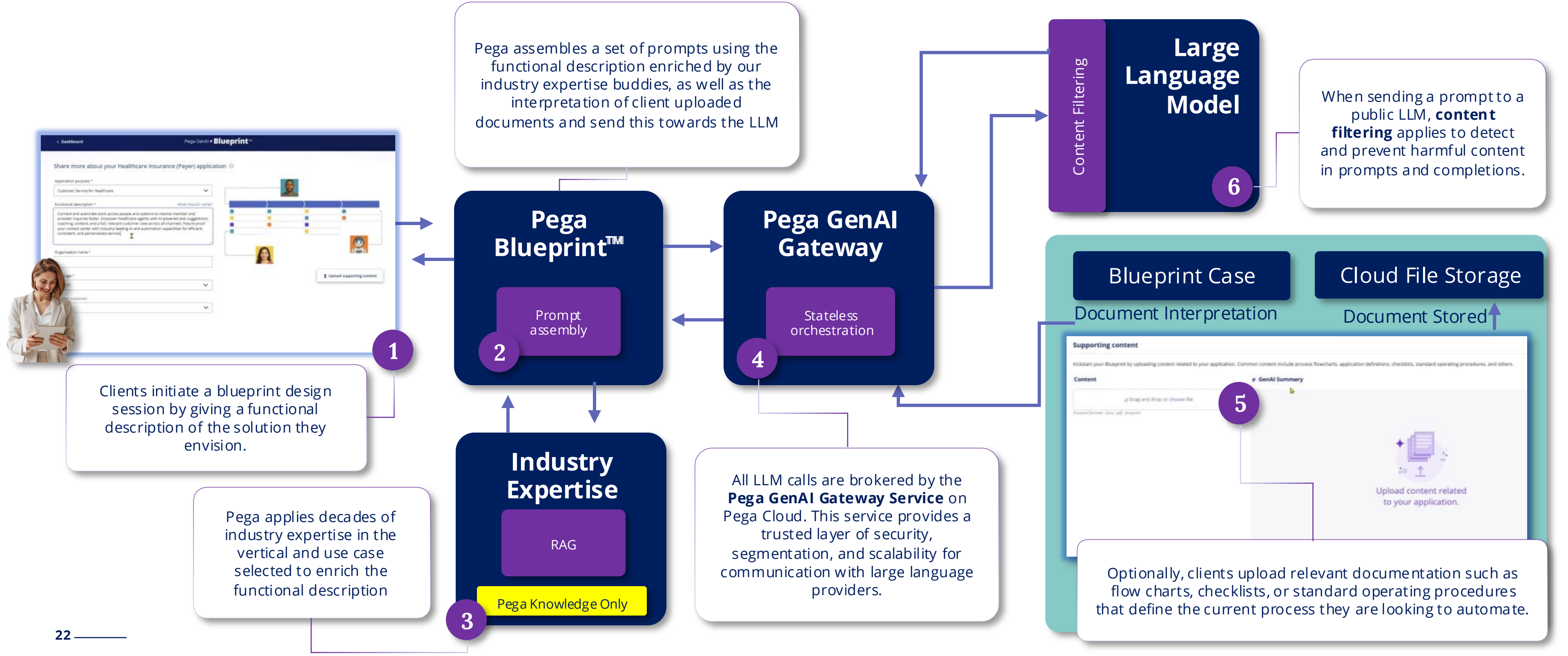


< Dashboard

Pega GenAI • Blueprint™

Share more about your Healthcare Insurance (Payer) application

Application purpose *: Customer Service for Healthcare

Functional description *: Connect and automate work across people and systems to resolve member and provider inquiries faster. Empower healthcare agents with AI-powered task suggestions, coaching, content, and a full, relevant customer view across all channels. Future-proof your contact center with industry-leading AI and automation capabilities for efficient, consistent, and personalized service.

Organization name *

Upload supporting content

1 Clients initiate a blueprint design session by giving a functional description of the solution they envision.

Pega Blueprint™

2 Prompt assembly

Pega assembles a set of prompts using the functional description enriched by our industry expertise buddies, as well as the interpretation of client uploaded documents and send this towards the LLM

Industry Expertise

3 RAG

Pega Knowledge Only

Pega applies decades of industry expertise in the vertical and use case selected to enrich the functional description

Pega GenAI Gateway

4 Stateless orchestration

All LLM calls are brokered by the **Pega GenAI Gateway Service** on Pega Cloud. This service provides a trusted layer of security, segmentation, and scalability for communication with large language providers.

Blueprint Case

Document Interpretation

Cloud File Storage

Document Stored

Supporting content

Kickstart your Blueprint by uploading content related to your application. Common content include process flowcharts, application definitions, checklists, standard operating procedures, and others.

Content

Drag and drop or choose file

GenAI Summary

Upload content related to your application.

5 Optionally, clients upload relevant documentation such as flow charts, checklists, or standard operating procedures that define the current process they are looking to automate.

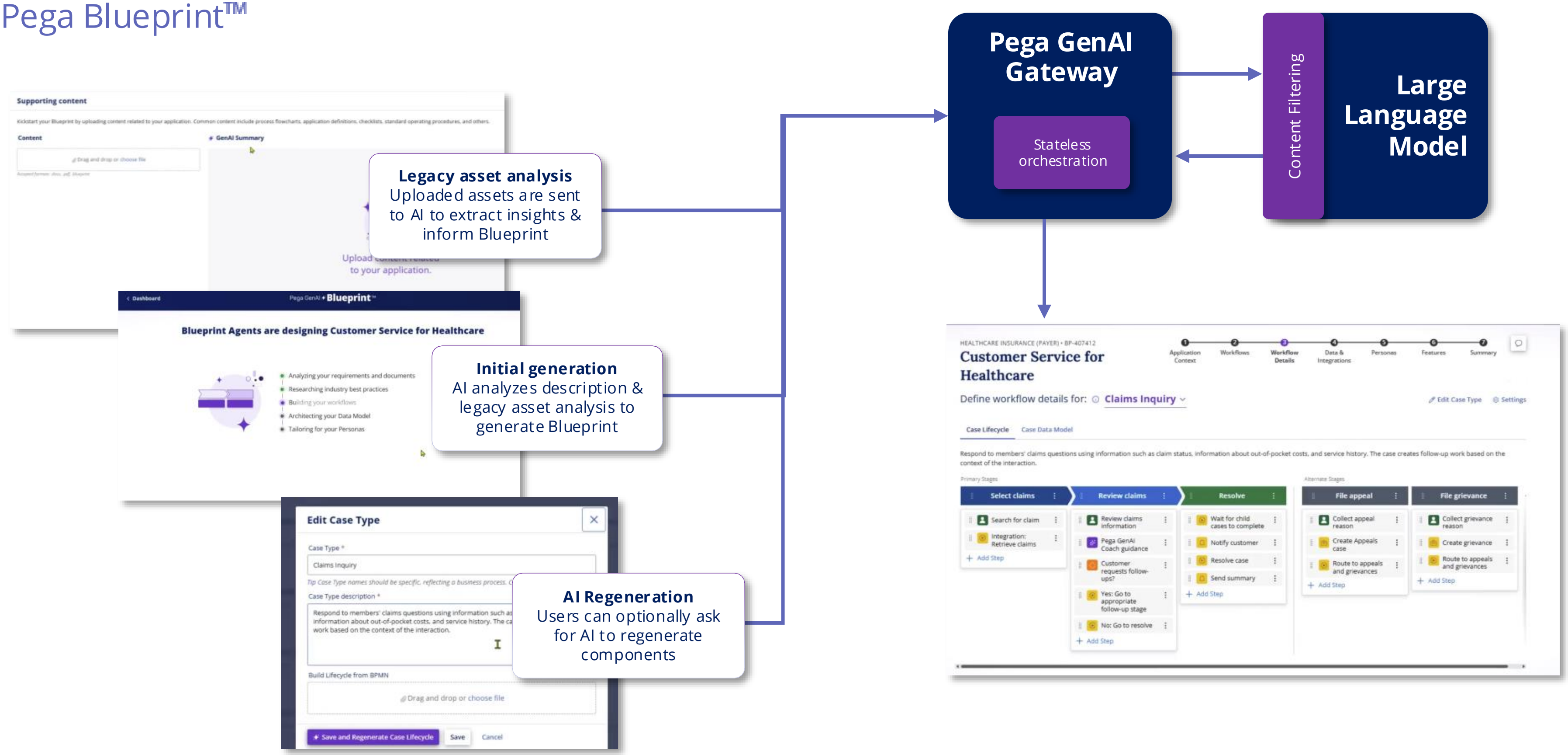
Content Filtering

Large Language Model

6 When sending a prompt to a public LLM, **content filtering** applies to detect and prevent harmful content in prompts and completions.

AI Data Flow

Pega Blueprint™



Legacy asset analysis
Uploaded assets are sent to AI to extract insights & inform Blueprint

Initial generation
AI analyzes description & legacy asset analysis to generate Blueprint

AI Regeneration
Users can optionally ask for AI to regenerate components

Supporting content

Kickstart your Blueprint by uploading content related to your application. Common content include process flowcharts, application definitions, checklists, standard operating procedures, and others.

Content
Drag and drop or choose file
Accepted formats: .docx, .pdf, .blueprint
GenAI Summary
Upload content related to your application.

Blueprint Agents are designing Customer Service for Healthcare

- Analyzing your requirements and documents
- Researching industry best practices
- Building your workflows
- Architecting your Data Model
- Tailoring for your Personas

Edit Case Type

Case Type *: Claims Inquiry

Tip Case Type names should be specific, reflecting a business process. C

Case Type description *: Respond to members' claims questions using information such as information about out-of-pocket costs, and service history. The ca work based on the context of the interaction.

Build Lifecycle from BPMN
Drag and drop or choose file
Save and Regenerate Case Lifecycle
Save
Cancel

HEALTHCARE INSURANCE (PAYER) • BP-407412

Customer Service for Healthcare

Define workflow details for: Claims Inquiry

Respond to members' claims questions using information such as claim status, information about out-of-pocket costs, and service history. The case creates follow-up work based on the context of the interaction.

AI Governance at Pega

End-to-end oversight

Pega's AI Governance board is run by the Cloud Security team and oversees all AI utilization across Pega's products.

It brings together experts & owners from Product, Cloud Security, Cloud Operations, IT, Legal, & Go-to-market to ensure all utilization of AI in Pega is safe, responsible, secure.

Strategic Partnerships

In order to deliver on the unique needs of its enterprise clients, Pega has formed strategic relationships & overarching agreements with AWS, Google Cloud, and Microsoft to drive shared AI initiatives.

Pega & its cloud providers of LLM services meet regularly to review model options, performance, security, & issues.

Security-first

Pega's AI Governance board organizes & executes continuous security assessments of all AI powered capabilities including Pega Blueprint.

Security assessments run include:

1. ISO 42001
2. Microsoft AI Red Team Methodology
3. OpenAI Safety Best Practices
4. Microsoft required mitigations
5. OWASP Top 10 for LLM Applications
6. OWASP Cloud-Native Application Security Top 10

PEGA

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