



Seamless Customer Experiences, *Trustworthy AI*

How Pega Customer Engagement Blueprint
securely manages data, privacy, and AI.

- Pega Customer Engagement Blueprint™
Security & Privacy

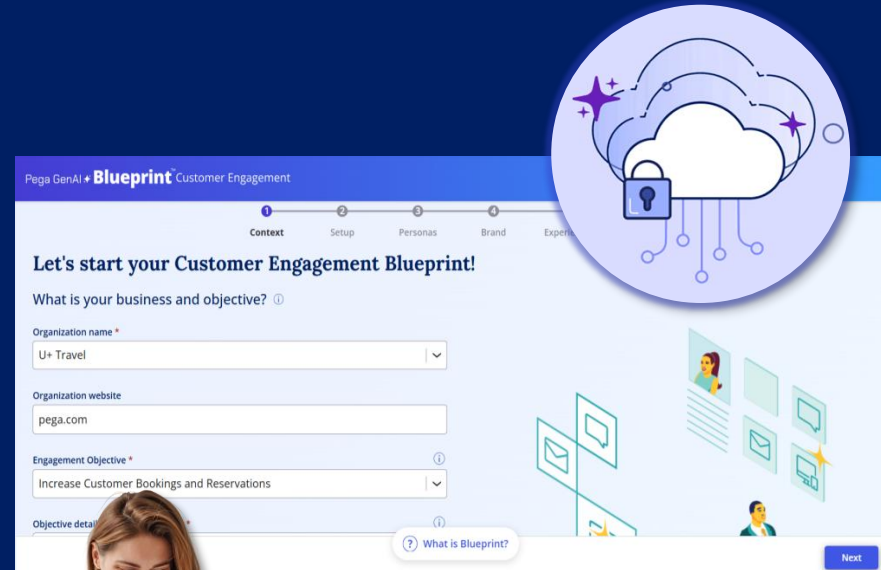


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Pega Customer Engagement Blueprint™

Security & Privacy Summary

We built Pega Customer Engagement Blueprint™ with your privacy and security as priorities. We understand your processes aren't just briefs 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 designed 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

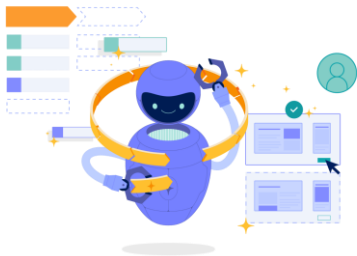
What is Pega Customer Engagement Blueprint?



Transformation rocket fuel

Pega Customer Engagement Blueprint is Pega's AI powered tool that helps enterprises design and visualize personalized, 1:1 customer experiences.

Focused on bringing people & AI together to accelerate automation & jumpstart transformation.



Pega GenAI + **Blueprint** Customer Engagement

1 Context 2 Setup 3 Personas 4 Brand 5 Experiences 6 Summary

Let's start your Customer Engagement Blueprint!

What is your business and objective? ⓘ

Organization name *
U+ Travel

Organization website
pega.com

Engagement Objective * ⓘ
Increase Customer Bookings and Reservations

Objective details for your messaging * ⓘ

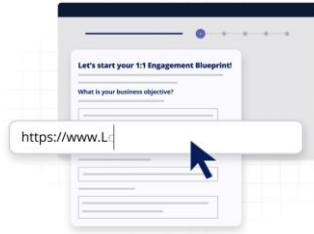
? What is Blueprint?

Next

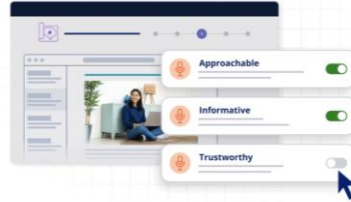
A woman with brown hair, wearing a white blazer, is holding a tablet and smiling. The background is a soft-focus image of pink and blue clouds.

How does it work?

Share your objectives, products, and channels and safely ingest data and brand guidelines.



Generate and validate key messaging and brand voice.



Preview sample messages generated for your program.



Simulate AI-driven next best actions across customer interactions and journeys.

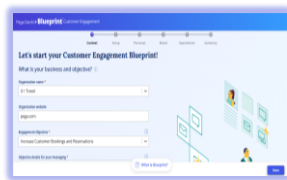


Export and share across your organization and stakeholders.



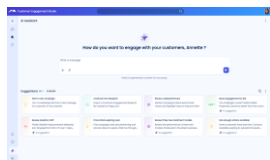
Where does Blueprint fit in?

Rapid design to jumpstart development



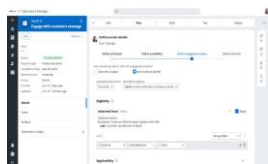
Customer Engagement Blueprint™

Business & Marketing collaboration tool to brainstorm and visualize on your 1:1 customer engagement vision.



Pega Infinity™ Pega Customer Engagement Studio

Collaborate with the AI assistant to create, curate and calibrate actions for the complete marketing operations lifecycle.



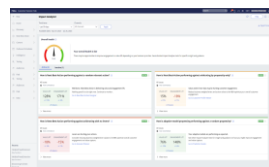
Customer Decision Hub™ 1:1 Operations Manager

Business and operations insights to manage change, monitor, troubleshoot, and optimize decisioning operations at scale.



Customer Decision Hub™ Next Best Action Designer

Provides a centralized interface to create, configure, and activate 1:1 Next Best Action programs, across channels.



Customer Decision Hub™ Simulation and Testing Capabilities

Simulate, test, and validate next-best-action strategies to reduce risk and improve business outcomes.

Reimagine



Build



Test & Deploy



Operate



Optimize

No PII *

No PII *

Potentially sensitive

Potentially sensitive

No PII *

Operated securely by Pega Cloud®

Private client deployment

Operated securely by Pega Cloud®

Private client deployment

Private client deployment

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

02

Customer Engagement Blueprint architecture.



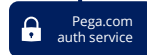
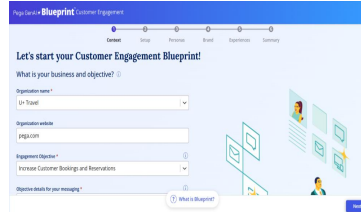
Pega Customer Engagement Blueprint™ Architecture

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, UK, European Union, Australia, Singapore, or Japan](#)).
- 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



Your
SSO



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

Fully isolated in region across:
US – EU – AUS – UK – JP – SG



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 client Blueprint-related files are stored by default in their existing private Pega Cloud File Storage repository associated with their Pega Cloud instance.

Pega Customer Engagement 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 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-West (London)**
- [AI Model Execution](#)

	Provider	Model / provider	LLM regions
	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 Across the globe

- Storage & compute: **AWS US-East**
- [AI Model Execution](#)

	Provider	Model / provider	LLM regions
	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 Customer Engagement Blueprint™

Regional Data Residency (APAC)

Enterprises located in the Australia

- Storage & compute: **AWS: Australia - Sydney**
- [AI Model Execution](#)

Enterprises located in the Japan

- Storage & compute: **AWS: Japan - Osaka**
- [AI Model Execution](#)

Enterprises located Singapore

- Storage & compute: **AWS: Singapore**
- [AI Model Execution](#)

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

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

	Provider	Model / provider	LLM regions
	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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03

Access & authentication.



Pega Customer Engagement Blueprint™ Access & Authentication

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.pegacom, academy.pegacom, support.pegacom, docs.pegacom, partners.pegacom, saleshub.pegacom, partner-logo-generator.pegacom, 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

Editor ▼

Send

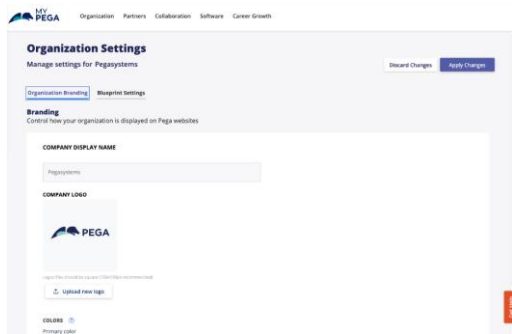
When a user leaves your org, their Blueprints don't leave with them.

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.

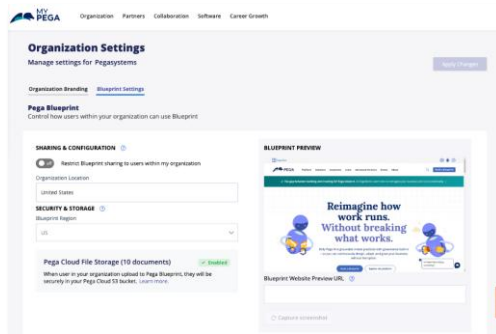
Access to those Blueprints can be restored for other users within the organization upon request.

Pega Customer Engagement Blueprint™ Organizational Control Pane



Tune your organizational branding

Have full control of your company display name, colours and logo. The Blueprint administrator has full capability to update branding and accelerate delivery of Production grade applications with all branding taken care of.



Manage your storage and sharing

Have confidence in blueprint security controls as you can restrict Blueprint sharing outside of your organization. Review Default Organization location and nominate the data residency region for security & storage.



Organizational Blueprint Visibility

Full visibility of the Blueprint ID's, Creators, names, documents and create dates across your enterprise.

04

Data privacy.



Pega Customer Engagement Blueprint™

Data Handling

#	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*	Only Blueprint creator & invitees**
2	App description	Metadata (industry, app name)	Yes	No	Pega Cloud Data Storage Fully encrypted*	Only Blueprint creator & invitees**
3	Text based application description	Encrypted text	Yes	No	Pega Cloud Data Storage Fully encrypted*	Only Blueprint creator & invitees**
4	Campaign and marketing briefs	.PDF, .DOC, .DOCX	Yes	No	Pega Cloud File Storage Encrypted at rest*	Only Blueprint creator & invitees**
5	Data model	DDL (.SQL), OpenAPI (.YAML)	Yes	No	Pega Cloud File Storage Encrypted at rest*	Only Blueprint creator & invitees**
6	Existing campaigns	.CDHBLUEPRINT, .PDF, .DOCX, .JPEG, .AVI	Yes	No	Pega Cloud File Storage Encrypted at rest*	Only Blueprint creator & invitees**
7	Style, visual, brand guidelines	.PDF, .DOC,	Yes	No	Pega Cloud File Storage Encrypted at rest*	Only Blueprint creator & invitees**
8	Marketing tool extracts (Adobe, Unica, Salesforce)	.XML, .CSV	Yes	No	Pega Cloud File Storage Encrypted at rest*	Only Blueprint creator & invitees**
9	Additional assets	.CDHBLUEPRINT, .PDF, .DOCX, .JPEG, .AVI	Yes	No	Pega Cloud File Storage Encrypted at rest*	Only Blueprint creator & invitees**
10	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 Customer Engagement Blueprint™ Cloud Security

Pega Customer Engagement 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](#)

The screenshot shows the Pega Cloud Trust Center website. At the top, there's a navigation bar with the Pega logo and links for Platform, Solutions, Customers, Learn, Services & Partners, Events, and About. Below this is a header section with the title "Pega Trust Center" and a sub-header "Secure. Reliable. Compliant. Pega Cloud empowers the world's biggest brands to meet - and exceed - the challenges of today and tomorrow. Learn how." There's a link to "Apache Log4j vulnerability update: Learn what steps Pega is taking to address this." Below the header is a section titled "Learn more about Pega's security features:" with links for Security, Privacy, Compliance, WAFs, and Service reliability. The main content area is divided into several sections: "Security" (with a link to "View security features"), "Authorization & access" (describing role-based controls and single sign-on), "Network protection" (describing the network architecture), "Secure system integration" (describing integration with enterprise environments), "Client-based access control" (describing client-based access control rules), "Data encryption" (describing encryption at rest and in transit), "Supporting security documents" (a list of documents and white papers), "Resources" (a table of resources), "Privacy" (describing privacy and compliance strategies), "Compliance certifications, attestations, and accessibility" (describing various certifications), and "Pega Cloud certifications" (a list of certifications).

Security

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

[View security features](#)

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 follow Pega clients and internal services thanks to our network firewalls 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

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.

[Read Pega's privacy notice](#)

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	▼
CS	▼
CSA STAR	▼
Cyber Essentials	▼
Cyber Essentials Plus	▼
CyberGRX	▼
Cybervalds	▼
ENX	▼

06

AI governance.





Pega Customer Engagement 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 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

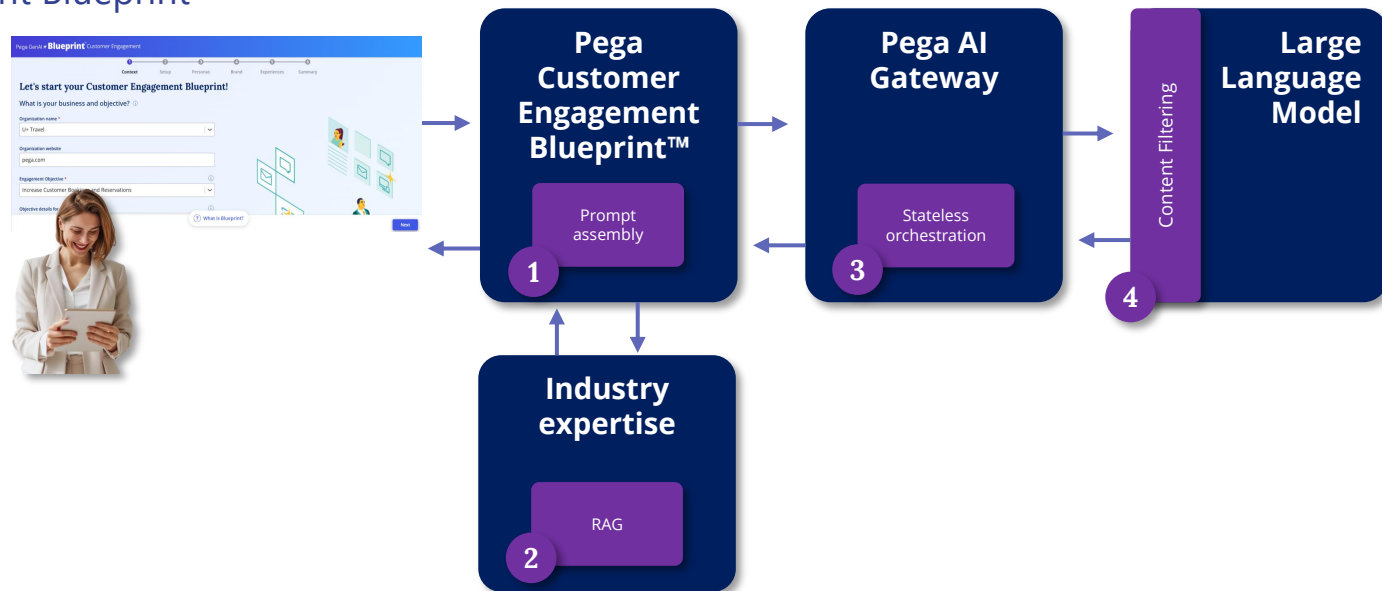
All agreements with hyperscalers include commitments that no prompts or data sent by Pega or clients will be accessed by either the hyperscaler or the LLM provider.

AI Data Flow

Pega Customer Engagement Blueprint™

Secure, safe AI handling:

1. Pega Customer Engagement Blueprint **creates prompts** that describe the application based on user-entered information.
2. Pega Customer Engagement 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 AI 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.



Content filtering approach

Pega relies on the most proven Large Language Model Providers in its delivery of Pega capabilities. 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.

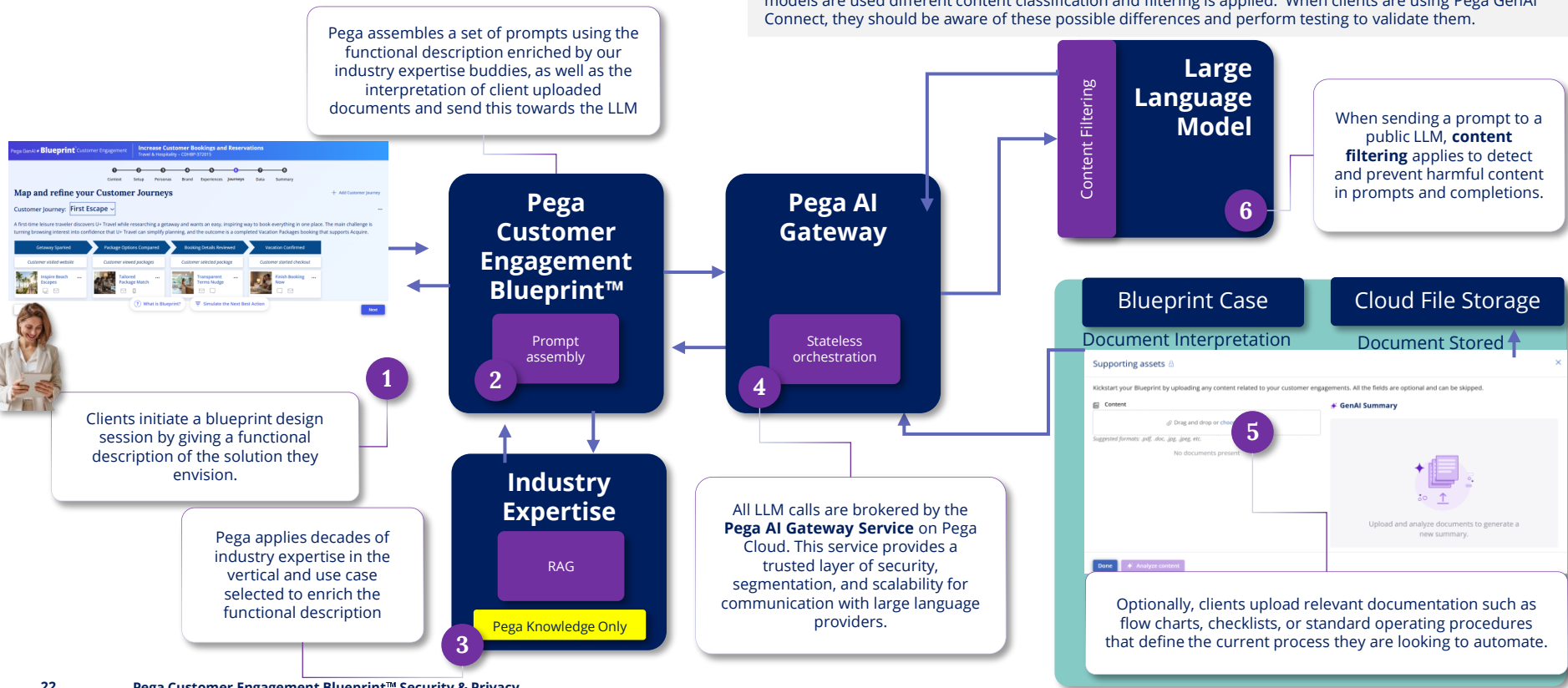
AI Data Flow

Pega Customer Engagement Blueprint™

Content filtering approach

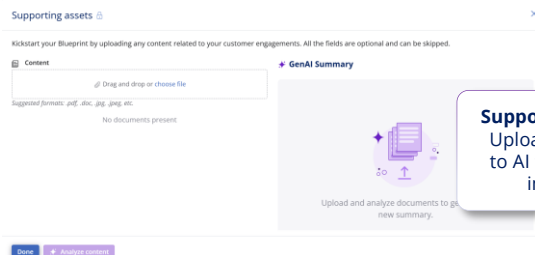
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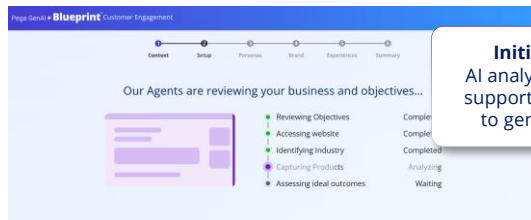


AI Data Flow

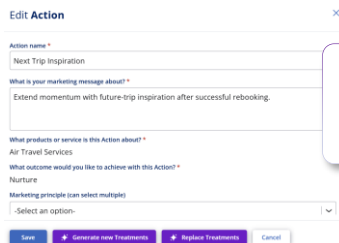
Pega Customer Engagement Blueprint™



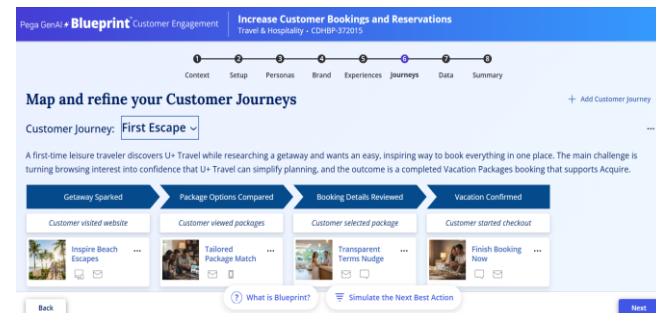
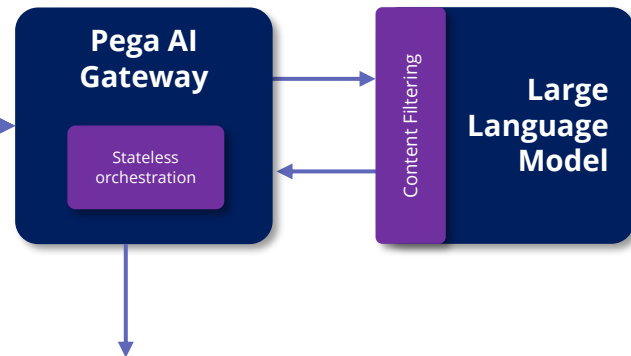
Supporting asset analysis
Uploaded assets are sent to AI to extract insights & inform Blueprint



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



AI Regeneration
Users can optionally ask for AI to regenerate components



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.

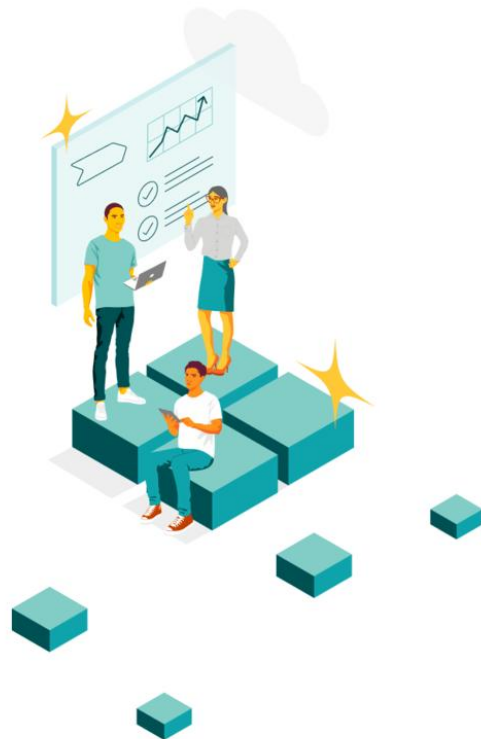
Pega & its cloud providers of LLM services meet regularly to review model options, performance, security, & issues.

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 is the leading Enterprise Transformation Company™ that helps organizations Build for Change® with enterprise AI decisioning and workflow automation. Many of the world's most influential businesses rely on our platform to solve their most pressing challenges, from personalizing engagement to automating service to streamlining operations. Since 1983, we've built our scalable and flexible architecture to help enterprises meet today's customer demands while continuously transforming for tomorrow. For more information on Pega (NASDAQ: PEGA), visit <http://www.pegas.com>