

# Mautic's AI Manifesto

## Exploring AI responsibly in the Mautic community

As an open source community committed to empowering marketers with automation, we recognize the transformative potential of artificial intelligence (AI) in the tools that we use to deliver our marketing projects. AI-driven technologies can enhance personalization, optimize workflows, and unlock new insights, making marketing more efficient and impactful. We believe that, if used responsibly and ethically, this can be the case for Mautic, too.

This manifesto lays out what approach we're taking to introducing AI into Mautic's core product, and how we expect third party plugins or integrations to respect Mautic's values while bringing AI capabilities to Mautic.

## Our vision for AI in Mautic

We believe that AI integrated with Mautic should be:

- **Accessible:** Available to all Mautic users, regardless of their technical expertise or infrastructure.
- **Flexible:** Compatible with various AI services and models, allowing users to select the best tools for their needs - which might be self-hosted for data sovereignty, or cloud-hosted.
- **Transparent:** Openly discussed and implemented with clarity, ensuring users understand how AI-driven features work.
- **Ethical:** Designed and used with respect for privacy, data protection, and user autonomy.
- **Inclusive and Responsible:** Proactively recognize, minimize, and mitigate biases and promote fair and inclusive marketing experiences for all audiences.

There are many ways that we can imagine AI might be integrated with Mautic, some which we're considering bringing into the core product itself - such as ways to improve the marketer's workflows for common tasks like creating segments, campaigns and emails - and others which we expect will come in the form of third party plugins or integrations.

## Our commitment to a vendor-agnostic approach

The Mautic project is dedicated to exploring and promoting AI integrations while maintaining a **strictly AI-agnostic** stance. This means:

- We **do not currently host or maintain any AI services** as part of the Mautic project. If this were to change in the future, we would explore first using open source technologies.

- We **do not take responsibility for AI implementations** within Mautic, but will provide guidance and best practices on its use.
- We **encourage users to select, host, or integrate their own AI solutions**, either on-premise or via third-party services, after carefully considering how their data is being used and stored, and ensuring this aligns with their corporate policies.
- We **support open standards and interoperability**, ensuring that all AI features can work with a variety of platforms.

## Join us in shaping the future

AI has the potential to redefine marketing automation, and we invite the Mautic community to actively participate in discussions, development, and experimentation by creating a dedicated Working Group or an Initiative that will periodically review this manifesto.

Together, we can explore the opportunities AI presents while respecting the values of openness, decentralization, and user empowerment.

Mautic remains committed to providing an open platform where innovation thrives - always in the hands of the users who make it their own.

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For discussions and contributions, join the conversation in the Mautic Community forums and the Community Portal. Let's build the future of AI-powered marketing automation, responsibly and collaboratively!