

AI VENDOR TRUST SCORECARD

7 Key Areas That Separate AI Hype from AI You Can Trust

The rise of AI has opened new possibilities and new risks. Whether you're adopting AI for customer engagement, automation, or analytics, knowing which vendors you can truly trust has never been more important.

This scorecard was developed to help you look past marketing claims and evaluate an AI partner's integrity, responsibility, and readiness across seven critical areas. Use it as a scorecard in vendor reviews, RFPs, or renewal discussions to ensure your partners uphold the same standards of transparency, governance, and data protection that you expect from your own organization.

1. DATA & PRIVACY

- How is your training data sourced and documented?
- Do you ever use customer data to train shared models?
- What data encryption, redaction and storage safeguards are in place?

Score: ☐ Exceeds Standard ☐ Meets Standard ☐ Needs More Info ☐ Red Flag

2. SECURITY & GOVERNANCE

- Do you maintain certifications (PCI, SOC 2, HITRUST, ISO 27001, etc.)?
- Describe your network security architecture.
- Describe your incident response process.
- Describe your Third Party Risk Management program.
- Are there systems/platforms for which you do not employ multifactor authentication (MFA)?
- Describe your Threat and Vulnerability Management program, including typical times-to-patch Critical vulnerabilities.

Score: ☐ Exceeds Standard ☐ Meets Standard ☐ Needs More Info ☐ Red Flag

3. BIAS & FAIRNESS

- How do you design for accessibility (WCAG standards, multi-language support, inclusive design)?
- How do you detect and mitigate bias?
- Can you share results showing equal performance across age, accents, and languages?

Score: ☐ Exceeds Standard ☐ Meets Standard ☐ Needs More Info ☐ Red Flag

4. TRANSPARENCY & ACCOUNTABILITY

- Which AI types do you use (rules-based, ML, GenAI, agentic)?
- Do you document limitations (accuracy, hallucination risk, failure modes)?
- Who is accountable for AI ethics in your organization?

Score: ☐ Exceeds Standard ☐ Meets Standard ☐ Needs More Info ☐ Red Flag

5. CUSTOMER EXPERIENCE & OVERSIGHT

- Describe your use of humans-in-the-loop for AI systems.
- Is it clear to customers when they're speaking to AI vs. a human?
- How do you measure trust and effort in CX outcomes?

Score: ☐ Exceeds Standard ☐ Meets Standard ☐ Needs More Info ☐ Red Flag

6. REGULATION & COMPLIANCE

- How do you ensure adherence to AI regulations and external guidance frameworks (e.g., OECD)?
- Do you welcome regulation as part of building trust?
- Can you provide audit logs and regular trust or compliance reports?

Score: ☐ Exceeds Standard ☐ Meets Standard ☐ Needs More Info ☐ Red Flag

7. FUTURE READINESS

- How do you ensure safe deployment of agentic AI?
- What sustainability and efficiency safeguards are in place?
- Do you share an AI roadmap and review it regularly with customers?

Score: ☐ Exceeds Standard ☐ Meets Standard ☐ Needs More Info ☐ Red Flag



Trust isn't built through promises. It's earned through consistent, transparent action. The AI Trust Council offers additional insights and best practices to help you assess vendors more deeply and build a secure, trustworthy AI ecosystem.

[Learn more about the AI Trust Council >>](#)