



# AI Assistant for Messaging: Rewrite Message

AI Transparency Technical Note

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At Cisco, we appreciate that Artificial Intelligence (AI) can be leveraged to power an inclusive future for all. We also recognize that by applying this technology, we have a responsibility to mitigate potential harm. That is why Cisco adheres to our [Responsible AI Framework](#) (the “Framework”), which is based on six principles of Transparency, Fairness, Accountability, Privacy, Security and Reliability. Cisco translates these principles into product development requirements, which ultimately form part of the product development lifecycle alongside our Security by Design, Privacy by Design, and Human Rights by Design processes.

Accordingly, Webex by Cisco (Webex) features that leverage AI are built with transparency, fairness, accountability, privacy, security, and reliability at their core. Each feature powered by AI undergoes an AI Impact (AI) Assessment – a best-in-class review of how the technical underpinnings of the functionality measure against the Framework Principles.

The Rewrite Message feature was built with the Framework Principles at the center of how we deliver the AI-powered technology. This technical note describes more information about the Rewrite Message feature, and how we responsibly leverage AI to deliver the functionality.

## Feature Overview

The AI Assistant for Messaging: Rewrite Message feature helps users improve their message tone and formality, offering suggestions to adjust the message length, add emojis, fix mistakes, and enhance overall expression. Users can launch this feature by selecting the Rewrite Message icon in the compose area of a Webex messaging space; then preview and apply the AI suggested improvements to their draft messages as they like.

The feature provides options to adapt the formality of the message, Casual, Formal, or Neutral, as well as options to adjust the tone, Confident, Empathetic, Cheerful, Witty, Direct, Engaging, Polite, Sincere, Disappointed, Apologetic, Pessimistic, and Worried.

## Model Overview

### Introduction

Rewrite Message is currently powered by Cisco AI technologies and third-party Large Language Models (LLM) from Microsoft's Azure OpenAI Service. The underlying LLM functionality utilizes Microsoft's shared infrastructure, with certain configuration and enablement by Cisco. For more details on Microsoft Azure OpenAI Service and how it handles data please review [Transparency Note for Azure OpenAI Service](#).

Rewrite Message is deployed on the Webex Platform through the user interface in the Webex App.

### Model Architecture

Message rewrite specifically leverages GPT-4o mini via the Microsoft Azure OpenAI Service API to generate suggested improvements to messages.

### Usage Guidelines

The Rewrite Message feature cannot be used outside of Webex applications and Cisco devices.

### Model Inputs and Outputs

Typical inputs to Rewrite Message include text that a user wants to rewrite and the expression options that the user selects. The typical output is a suggested AI generated revised message.

## Data Sources for Training and Evaluation

Cisco does not use customer content to fine tune or train the models used to deliver the Rewrite Message feature. Microsoft represents that it does not use customer data to improve Azure OpenAI models and does not store or retain Cisco customer data in the Azure infrastructure. For details about the data, privacy, and security practices associated with the underlying model from Microsoft's Azure OpenAI Service, please review [Data, privacy, and security for Azure OpenAI Service](#).

The Microsoft Azure OpenAI models are trained on a large dataset compiled from various sources. The dataset consists of a wide range of text, including books, articles, websites, and other publicly available written material. The training data encompasses a diverse array of topics and writing styles to help the model develop a broad understanding of language and its contexts. For further information, see [OpenAI GPT Models](#).

## Model Evaluation and Performance

Cisco frequently assesses Rewrite Message and evaluates third-party models to maintain and/or improve both performance and accuracy of generated output. Humans are involved with the review, testing, and quality assurance associated with deployment of the underlying model(s).

## Safety and Ethical Considerations

The model may output toxic, harmful or unsafe content if such content is present in the message being rewritten or expression options the user chooses. However, the Azure OpenAI Service includes [content filtering](#), which is enabled by Cisco and can help mitigate that issue. Microsoft also attempts to improve mathematical reasoning with [process supervision](#).

In addition to leveraging these technical mitigations, Cisco has also taken additional steps to mitigate safety risks and ensure ethical use when leveraging third-party models. For example, third-party vendors, including Microsoft, undergo rigorous vendor reviews, which include security and safety assessments. The rewritten message generated by the Rewrite Message feature is visible only to the user of the feature, unless shared by that user voluntarily.

Please contact Cisco if you have concerns or feedback about your experience with Rewrite Message.

## Fairness

To understand more about how the third-party models are trained and evaluated for fairness, please review [Transparency Note for Azure OpenAI Service](#).

## Privacy and Security

Cisco addresses processing of and security around personal data, including retention periods for that data, in its Privacy Data Sheets, found on the [Cisco Trust Portal](#).

Cisco does not retain the input data after the inference process. Cisco also does not retain or store the generated content. Microsoft represents that it does not access, monitor, or store Cisco customer data. Regarding Cisco access to customer personal data, access rights are limited, and encryption is standard, as indicated in the relevant Privacy Data Sheet.

## Updates and Maintenance

Ongoing Cisco updates and product release documents include product updates and any improvements in user experience. Cisco may also use customer email notifications and Webex Help Center documentation to inform customers of product changes.

## License

The Rewrite Message feature is proprietary and not publicly available. Cisco uses it only to deliver this feature in the context of Cisco devices, Webex applications, or with Webex SDKs.

## References

[RAI Principles](#)

[RAI Framework](#)

[Cisco Trust Portal](#)

[Transparency Note for Azure OpenAI Service](#)

[Data, privacy, and security for Azure OpenAI Service](#)

[OpenAI GPT Models](#)

[Content Filtering](#)

[OpenAI Process Supervision](#)