



MemorableLife AI: Ethical Charter and Trust Mandate



"The MemorableLife Ethical Charter is strong, clinically aligned, and supports a high standard of dignity, autonomy, and emotional safety for older adults. It reflects the same principles we apply in therapeutic settings: person-centred practice, safeguarding, and the protection of narrative identity. "

Nicola Montesin, Reminiscence Therapist, MemorableLife

Narrative identity refers to the internal story a person tells about who they are, their life experiences, values, relationships, achievements, losses, and sense of continuity over time.

For older adults, especially those in later-life transitions, this narrative becomes a major anchor for psychological stability and well-being.

Protecting narrative identity means safeguarding the senior's ability to:

- Tell their story freely
- Make meaning from their experiences
- Preserve a sense of self across time
- Maintain autonomy over what is shared and what is private
- Express memories without fear of judgement or unwanted consequences

MemorableLife Ltd operates as an **AI-First Social Enterprise** with a foundational commitment to user wellbeing, privacy, and non-disclosure. We support the protection of a senior's narrative identity, as described above. Our entire technical architecture is designed to fulfil a strict **duty of care** to the senior user and establish an unparalleled **Trust Barrier** in the AgeTech market.

I. Fulfilling Our Duty of Care

Our primary ethical responsibility is ensuring the physical and psychological safety of the senior user. This duty is discharged through technology, not human intervention.

- **Conversational Ring-Fence (Proactive Safety):** The AI companion is **ethically guarded** by the **System Prompt** to prevent foreseeable harm. The AI redirects conversation about contentious issues, sensitive conflicts, or financial matters, focusing exclusively on therapeutic, nostalgic topics and life story.
- **Conversation of Concern Report (Duty to Alert):** If the AI detects a high-risk emotional state (e.g., distress, despair, anxiety, loneliness), it triggers a high-priority, dual-channel alert:



- **SMS Alert (Urgency):** Sent via Twilio to the caregiver's mobile.
- **Contextual Email (Synopsis):** Sent via SendGrid, containing a non-clinical synopsis (transcript snippet) of the event.
- This dual-channel process fulfils the **duty of care** by ensuring every reasonable step is taken to notify the responsible human party.

II. The Privacy Filter and Non-Disclosure Commitment

- MemorableLife AI operates under a **Confidentiality-Bound** policy. We commit to strict non-disclosure of highly sensitive information, even from the paying family caregiver, allowing users to express their memories without fear of judgement or unwanted consequences.
- **The Two-Tier Privacy Filter:** Our pipeline enforces confidentiality via the security classification field in the JSON Schema:
 - **RESTRICTED Data:** The AI is confidentiality-bound not to disclose secrets or sensitive information (e.g. hidden illness). This data is stored for conversational coherence but is blocked from being displayed in the Family Review Portal.
 - **PRIVATE/PUBLIC Data:** This is necessary data (e.g., career, pets, music) that the caregiver is permitted to view.
- **No-Exploitation Policy:** All user data is for Therapeutic/Legacy purposes only. We explicitly commit to non-disclosure and never selling, licensing, or reusing data (even anonymized) for third-party marketing or advertising.

III. Technical Trust and Accountability

1. **The "Session-Only" Listening Policy:** MemorableLife strictly prohibits passive background surveillance. The application's microphone is ethically guarded and remains physically disengaged by default when the app is backgrounded or idle.
2. **Fluid Dialogue (The "Open Mic" Rule):** "Continuous Listening" is activated **only** during an intentional therapeutic session (launched via tap or voice command). During this active session, the app utilizes Voice Activity Detection (VAD) to allow for natural, hands-free conversation without requiring the senior to press buttons.
3. **Automatic Termination:** The microphone automatically disengages the moment the session is concluded, the app is backgrounded, or a specific "Stop" phrase is detected, ensuring no post-conversation ambient audio is ever processed.



4. **Operational Firewall:** The company commits to the **Principle of Least Privilege (IAM)** and a binding **Founder's Resolution** to ensure that internal staff, developers, and founders cannot access or misuse sensitive user data. This reinforces the non-disclosure policy by preventing "God Mode" access to senior memories.

Families, caregivers and customers in general need to sign/agree to the Terms and Conditions which include the Ethical Charter.

Why Sensitive Information is Not Shared with Families or Caregivers

Memorable Life's core mission is to provide an honest, unfiltered therapeutic outlet for the user. We uphold the following professional boundaries:

- **Trust and Integrity:** Sharing memories with family members, even with good intent, would fundamentally destroy the therapeutic trust the user places in the AI. The user must know their private thoughts are safe.
 - **Ethical Standard:** Our role is to be a supportive companion, not a reporting tool for family members or caregivers. We treat the conversation as a confidential dialogue between the user and the system.
 - **Exception (The Single Override):** The **only** information that leaves the secure platform is triggered by the **Distress** classification (the 'concern report'), which is a life-safety feature, not a data-sharing feature.
 - **Protect Narrative Identity:** Protecting narrative identity means safeguarding the senior's ability to tell their story freely and maintain autonomy over what is shared and what is private.
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