

AI Transparency

Our statement under Regulation (EU) 2024/1689 for customers and partners who list Rascasse in their own AI documentation.

As of 25 August 2026 · Version 1.0

This statement is written for customers and partners who need to record Rascasse in their own AI documentation — supplier register, customer questionnaires, AI literacy under Art. 4. It is the web version of the statement we issue as a PDF.

SHORT VERSION FOR YOUR SUPPLIER REGISTER

What Rascasse is: an audience intelligence system. It aggregates observable behaviour (search interest, social media, sponsorships, places, events) at audience level for 500,000+ brands, teams, artists and events across 172 countries. It does not map individuals and makes no decisions about people.

Risk classification: minimal risk — not a prohibited system (Art. 5), not a high-risk system (Annex I / Annex III). The AI assistance features are subject to the transparency obligations of Art. 50 and are labelled as AI.

Roles: Rascasse GmbH is the provider of the Rascasse system. The language models come from Anthropic (Claude), which has its own obligations as a GPAI provider. Our customers are deployers of a minimal-risk system — no conformity assessment, registration or reporting obligations follow from that.

Data: inputs and data in the Rascasse system are not used to train AI models — neither by us nor by our model supplier Anthropic (processing via the Anthropic API, no training on API data).

1 · Which AI components Rascasse contains

Most of Rascasse is data processing and statistics. “AI” within the meaning of Art. 3(1) of the AI Act refers to the components below; all of their outputs are aids for professional users.

COMPONENT	PURPOSE & HOW IT WORKS	TECHNOLOGY / MODEL	CLASSIFICATION
Audience models core system	Calculation of affinities, reach, demographics and psychographics from aggregated behavioural signals. Where data is thin, values are estimated statistically (imputation) and labelled as such.	Proprietary statistical and ML methods; monthly refresh	Minimal
Rascasse Chat / “Ask AI”	Conversational access to Rascasse data. The language model selects the data queries and answers exclusively from the retrieved data; quoted figures are checked against the data basis.	Anthropic Claude (Sonnet 4.6 / Haiku 4.5) via the Anthropic API	Minimal Art. 50
AI-generated text blocks	Short write-ups of already calculated data (e.g. sponsorship brief, rationales in the partner finder, spell-checking of notes). Marked as AI-generated; the user decides whether to use them.	Anthropic Claude via the Anthropic API	Minimal Art. 50
MCP interface for customer assistants	Customers connect their own AI assistant (e.g. Claude, ChatGPT) to Rascasse data. Rascasse only supplies data through a protected interface; the operator of the assistant is the customer. Access is granted only after a data notice has been confirmed.	Model Context Protocol; model chosen by the customer	Minimal
Forecasting modules e.g. TourOps	Statistical estimation of demand and catchment areas for events. The result is planning metrics, not automated decisions.	Proprietary statistical models	Minimal

COMPONENT	PURPOSE & HOW IT WORKS	TECHNOLOGY / MODEL	CLASSIFICATION
Internal data maintenance not customer-facing	Classification of new entities (industries, IAB taxonomy) and translation of the interface into 8 languages — each with editorial review by our team.	ML classification, language models, DeepL	Internal

2 • Risk classification under the AI Regulation

CATEGORY	APPLIES?	REASONING
Prohibited practices Art. 5	No	No subliminal manipulation, no social scoring, no biometric identification or emotion recognition, no exploitation of the vulnerabilities of particular groups. Rascasse works exclusively at audience level.
High-risk systems Annex III	No	No use in the Annex III areas (biometrics, critical infrastructure, education, employment, essential services and creditworthiness, law enforcement, migration, justice and elections). The field of application is marketing, sponsorship and location planning. Note: under Regulation (EU) 2026/1744 these obligations only apply from 2 December 2027 in any case.
High-risk products Annex I	No	Rascasse is not a product and not a safety component within the meaning of EU harmonisation legislation (machinery, medical devices, vehicles and others).
Transparency obligations Art. 50 · in force since 2 August 2026	Yes, met	The chat and text functions are clearly recognisable as AI; AI-generated texts are marked as such. Rascasse produces no deepfakes, no image, audio or video synthesis, and no content intended to inform the public.
General-purpose AI models Art. 53 et seq.	Not a provider	Rascasse does not develop foundation models of its own. We use models from Anthropic (Claude), which has signed the European Commission's Code of Practice for GPAI models.
Result	Minimal	A system with minimal risk. No conformity assessment, no CE marking, no registration in the EU database, no reporting obligations for deployers.

3 • Data and data protection

- **No individuals:** audience data are aggregated behavioural signals — no surveys, no cookies, no CRM data, no profiles of identifiable persons.
- **No automated individual decisions** producing legal effects for persons (Art. 22 GDPR).
- **AI requests from Rascasse** contain only the user's input and aggregated Rascasse data. They are processed via the Anthropic API under a data processing agreement with EU standard contractual clauses and are not used for model training.
- **Operated on Google Cloud;** access to customer data is logged (audit log). A GDPR audit is on file (as of 19 August 2026).
- **Internal use:** for internal tasks our employees also use AI assistants (Anthropic Claude, OpenAI ChatGPT) — exclusively in accounts where inputs are not used for model training. These are not part of the Rascasse system.

4 • Human oversight & quality

- **Assistance, not autopilot:** every AI output is a decision aid for professional users. No function triggers an action without human approval.
- **Traceability:** chat answers rest exclusively on retrieved Rascasse data; every figure can be traced back to its source, and estimated values are marked as estimates.

- **Limits:** language models can get wording wrong. Critical statements should be cross-checked against the data profile — the interface links there.
- **Changes:** if a component is reclassified, we inform our customers and update this statement.

5 • Suggested wording for your own documentation

“Rascasse (Rascasse GmbH, Berlin) is an audience intelligence system that provides aggregated behavioural data at audience level. It contains AI components with minimal risk within the meaning of Regulation (EU) 2024/1689: statistical audience models and AI assistance functions based on Anthropic Claude, which are subject to the transparency obligations of Art. 50 and are labelled accordingly. The system is neither a prohibited nor a high-risk system; the audience data do not involve processing personal data of identifiable individuals. Decisions based on the data are taken exclusively by our own staff.”

6 • What this means for you as a deployer

OBLIGATION UNDER THE AI ACT	FOR RASCASSE	NOTE
AI literacy Art. 4 · since 2 February 2025	Yes	Staff who use the AI assistance features should understand how they work and where their limits are (section 4). This statement can serve as training material.
Deployer obligations for high-risk systems Art. 26	No	Not applicable — Rascasse is not a high-risk system.
Transparency towards third parties Art. 50	No	Arises only if you publish AI-generated texts from Rascasse unchanged — then label them as AI-generated.
Registration / reporting Art. 49, 73	No	No registration in the EU database, no incident reports required.
Supplier documentation	Recommended	Keep this statement on file; adopt the suggested wording from section 5. We will inform you actively if the classification changes.

7 • Contact & change history

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This statement describes the situation as of 25 August 2026 to the best of our knowledge; it does not replace legal advice for the recipient’s own organisation. Sources: Regulation (EU) 2024/1689, Regulation (EU) 2026/1744 (Digital Omnibus on AI), European Commission guidelines on the definition of AI systems (February 2025).

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