

DAGS

DEPLOYMENT AI GOVERNANCE STANDARD

DAGS v1.0 Normative Standard

Misuse and Misrepresentation

1. Purpose

This document defines misuse and misrepresentation conditions under the Deployment AI Governance Standard (DAGS) v1.0.

Its purpose is to:

- Prevent false, misleading, or exaggerated claims regarding DAGS
- Protect the standard from reputational and legal dilution
- Establish clear boundaries on acceptable representation and use
- Enable defensible repudiation of improper claims

This document is normative.

2. Definition of Misuse

Misuse of DAGS occurs when the standard, its terminology, or its artifacts are used in a manner that:

- Exceeds or contradicts the authority of the normative text
- Creates a false impression of endorsement, approval, or compliance
- Obscures the scope, limits, or applicability of the standard

Intent is irrelevant. Effect governs determination of misuse.

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Reference to or implementation of this standard does not imply certification, compliance, endorsement, or authorization unless expressly granted in writing by the DAGS Governing Body.

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3. Definition of Misrepresentation

Misrepresentation occurs when statements or materials:

- Assert DAGS alignment without meeting all applicable requirements
- Imply certification, approval, or regulatory recognition
- Present partial or selective conformance as full alignment
- Use DAGS terminology inaccurately or out of context

Misrepresentation may occur through omission, implication, or ambiguity.

4. Prohibited Representations

The following representations are explicitly prohibited:

- “DAGS-certified,” “DAGS approved,” or equivalent language
- Claims implying regulatory, insurer, or third-party endorsement
- Use of DAGS logos or marks to imply approval
- Statements suggesting DAGS guarantees safety, compliance, or outcomes

Such representations are invalid.

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5. Partial and Selective Claims

The following practices constitute misrepresentation:

- Claiming alignment with selected domains or controls only
- Omitting unmet requirements in public or internal representations
- Presenting roadmap items as current governance state

DAGS alignment is binary at the system level.

6. Misuse of Assessment Artifacts

Assessment tools, diagnostics, or reports derived from DAGS:

- Shall not be represented as certifications
- Shall not be treated as substitutes for the normative standard
- Shall not be marketed as compliance determinations

Derivative artifacts do not carry normative authority.

7. Misuse in Commercial and Marketing Contexts

Use of DAGS in commercial, marketing, or sales materials shall be restrained and precise.

The following are prohibited:

- Inflated claims of trustworthiness or safety
- Use of DAGS to imply reduced liability
- Comparative claims positioning DAGS as superior compliance

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Marketing language shall not exceed normative scope.

8. Responsibility for Accurate Representation

Organizations asserting DAGS alignment **bear full responsibility** for accurate representation.

Responsibility includes:

- Ensuring claims are system-specific and version-referenced
- Ensuring public statements align with internal evidence
- Correcting known misstatements without delay

Delegation does not transfer responsibility.

9. Consequences of Misuse

Where misuse or misrepresentation is identified:

- Claims of DAGS alignment are invalid
- Associated assessments or reports are not defensible
- Public or formal disavowal may be issued

No remediation path exists through clarification alone.

10. Authority and Enforcement

This document governs determination of misuse and misrepresentation under DAGS.

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In the event of dispute, this document is controlling.

11. Status

This Misuse and Misrepresentation document is **normative**.

It is binding for DAGS v1.0 and all derivative artifacts unless explicitly superseded.

12. License & Authority

The Deployment AI Governance Standard (DAGS) is a publicly available governance standard made available for reference and implementation.

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