DAGS
DEPLOYMENT AI
GOVERNANCE STANDARD

DAGS v1.0 Normative Standard

Intended Audience

1. Purpose

This document defines the intended audience for the Deployment AI Governance Standard (DAGS) v1.0.

Its purpose is to:

- Clarify who the standard is written for
- Establish how the standard is expected to be read and used
- Prevent misapplication by audiences outside its intended scope

This document is normative.

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2. Primary Audience

DAGS is written for organizations that deploy AI systems into operational environments and bear responsibility for their ongoing behavior.

This includes, but is not limited to:

- Enterprises deploying AI-enabled products or services
- Organizations operating AI systems that influence decisions, outcomes, or user interactions
- Entities responsible for post-deployment control, oversight, or modification of AI systems

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The standard assumes the reader has organizational authority to establish or evaluate deployment-layer governance controls.

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3. Governance and Oversight Functions

DAGS is intended to be used by individuals and functions responsible for governance, oversight, and accountability, including:

- Risk management and governance leaders
- Legal and compliance functions
- Security and controls teams
- Product owners with deployment accountability
- Internal audit and assurance functions

The standard is written to be legible to these roles without requiring technical specialization in model development.

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4. External Oversight Stakeholders

DAGS is also intended to be legible to external stakeholders who assess or rely on governance representations, including:

- Regulators and supervisory authorities
- Insurers and underwriters
- Independent assessors or reviewers
- Courts or dispute resolution bodies

For these audiences, DAGS provides a clear statement of what governance controls must exist, independent of how they are implemented.

5. Non-Intended Audiences

DAGS is **not** written for:

- Model developers or researchers operating outside deployment contexts
- Tool vendors seeking prescriptive implementation guidance
- General audiences seeking explanatory or educational material
- Marketing or communications functions

Use by these audiences does not alter the normative meaning of the standard.

6. Reading Assumptions

DAGS assumes that the reader:

- Understands basic concepts of organizational governance and accountability
- Can distinguish between requirements and guidance
- Will not infer permissions, recommendations, or maturity levels not explicitly stated

The standard does not attempt to persuade, educate, or simplify beyond what is necessary for precision.

7. Status

This Intended Audience definition is **normative**.

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

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8. License & Authority

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