

AI Coach Compliance Statement

Last updated: 5 September 2026

This version replaces the version dated 29 August 2025. It is the annual review that version promised.

1. What this covers

The Change Republic GmbH offers an AI powered coaching tool, **CoachTünde.ai**, hosted on Chatbase. This statement explains how it meets the International Coaching Federation Artificial Intelligence Coaching Standards, version 1.01 of 2024.

It sits alongside our Privacy Policy and our Terms and Conditions, both in the legal section of our website.

It does not cover coaching delivered by a person, or our workshops, training, keynotes and advisory work.

It also does not cover the voice assistant on our website. That tool answers questions about our services, our speaking work and how to reach us. It does not coach, and it is instructed to hand anyone who wants coaching over to a human conversation or to CoachTünde.ai. Because it is not a coaching tool, the ICF coaching standards do not apply to it. What it collects, and how long we keep it, is covered in our Privacy Policy.

What we are committing to: putting the ICF coaching ethics into how the tool behaves, being open about what it can and cannot do, protecting the safety and the autonomy of the people who use it, and improving it as the standards develop.

2. How we meet each standard

A.1 AI ethics. The tool states that it is an AI at the start of every session. Its instructions require it to describe what it can and cannot do, to say clearly that it is not a therapist and cannot handle a mental health emergency, and to show crisis contacts, including Die Dargebotene Hand on 143 for Switzerland.

We describe the underlying technology openly. The tool uses large language models supplied by OpenAI and Anthropic, reached through Chatbase. Our Privacy Policy names the companies involved and says which country each one is in.

Users start each conversation themselves, which is how consent is given, and nothing runs until they do. Human coaching is offered as an alternative on the same page. Status: met at basic level.

A.2 Coaching mindset. In coaching mode the instructions hold the tool to open questions, a neutral stance and established coaching models such as GROW. Advice mode is separate, is labelled, and cites its sources. Status: met at basic level.

B.3 Agreements. Users see what the tool is for and what happens to what they say before they begin, with links to this statement, the Privacy Policy and the Terms and Conditions. No session starts on its own. Status: met at basic level.

B.4 Trust and safety. Ownership of content, how the tool is meant to be used, and what happens to conversation data are covered in the Privacy Policy and the Terms and Conditions, at www.thechangerepublic.com/legal. The tool declines to act as a substitute for medical or psychological help and shows crisis contacts instead. Status: met at basic level.

B.5 Presence. The tool keeps a neutral tone and avoids pretending to be human. Within a single session a user can return to something said earlier. Status: met at basic level.

C.6 Active listening. The tool summarises and checks understanding, and supports follow up questions. Status: met at basic level.

C.7 Evoking awareness. Questions are open. In advice mode the tool offers more than one perspective and names its sources. Status: met at basic level.

D.8 Facilitating growth. The tool helps a user set out a goal, look at options, think through consequences and decide on an action. Status: met at basic level.

D.9 Reinforcing growth. The tool summarises what came up, encourages a next step, and invites the user to book a session with a human coach where that would serve them better. Status: met at basic level.

E.10 Reliability. We test changes before releasing them and act on user feedback. Status: met at basic level.

E.11 Usability. The tool uses plain language and works on desktop and mobile. We follow web accessibility practice on contrast, headings and focus order. Screen reader support is still being improved, and we say so in section 3 rather than claiming otherwise.

F.12 Security and privacy. Conversation data is encrypted in transit and at rest.

Chatbase is our processor. Chatbase in turn uses OpenAI and Anthropic for the language models that produce the answers, together with hosting, database and security providers. Chatbase maintains the current list. Conversation logs are also copied into a Google spreadsheet that we use to review quality, and that copy holds the same conversation text.

Some of this data is stored in the United States. We rely on the Data Privacy Framework where a provider is certified under it, and on Standard Contractual Clauses where it is not.

Conversation data is kept for 12 months, including the copy in the review spreadsheet, unless we need it longer to deal with a fault or to defend a legal claim. Access inside our company is limited to the people who need it.

Users are told all of this in the Privacy Policy, and anyone who would rather not share the data can simply not use the tool. Everything else we offer works without it. Status: met at basic level.

F.13 Resilience and accessibility. Data practices are set out in the Privacy Policy and in the opening message of the tool. Users consent before they engage. The service runs on cloud infrastructure with the availability its provider offers. Accessibility improvements are listed in section 3.

3. Where we fall short, and what we are doing

We meet the basic requirements. We do not yet meet the advanced ones, and this section says where the gaps are rather than glossing over them.

Bias testing. We do not currently run systematic bias testing on the tool's output. We are building a test set of prompts to check for it, and we will report what we find here.

Explainability. We tell users which models are behind the tool. We do not publish a detailed account of how those models reach a particular answer, partly because the model providers do not publish one either. We will improve what we can explain.

Reliability testing. Our testing is internal and informal. We have not run comparative studies against human coaching, and we do not stress test availability.

Accessibility. Screen reader support and alternative input methods are not yet where they should be.

Security. We have not implemented end to end encryption. We rely on the encryption our providers offer.

We would rather list these plainly than claim a level we have not reached.

4. What backs this up

Consent. Users actively start each session and see what the tool is and what happens to their words before they begin.

Transparency. The tool identifies itself as an AI. The Privacy Policy names the companies that handle the data, says which country each is in, and gives the retention period.

Safety. The tool directs users to human or emergency support for anything involving mental health, and shows crisis line contacts.

Written policies. The Privacy Policy and the Terms and Conditions are published at www.thechangerepublic.com/legal and linked from the tool.

5. Our commitment

We follow the ICF Code of Ethics and the ICF AI Coaching Standards in how we build and run CoachTünde.ai. We review the prompts and the safeguards regularly. Feedback is welcome and we act on it.

6. How this review was done, and its limits

This statement rests on an internal self assessment carried out in September 2026, updating the one carried out in August 2025. We read the ICF AI Coaching Framework and Standards and checked each basic requirement against what the tool actually does, reading its live instructions rather than relying on what the previous statement claimed.

This is a self assessment rather than an ICF certification, and no outside body has audited it. It reports compliance with the basic requirements only.

It covers CoachTünde.ai. It does not cover coaching delivered by a person, workshops, training, keynotes, advisory work, or the website voice assistant described in section 1.

We will review this statement at least once a year, and sooner if the ICF standards change or if we change how the tool works.

Questions about this statement: hello@thechangerepublic.com.

Wädenswil, 5 September 2026

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