



Best of September 2025





ISO/IEC 42001 certification: Key benefits and why it matters for AI companies and users

Reliability, security, transparency, and accountability: these are the pillars of the new ISO/IEC 42001 certification.

In our article, we explore what it is, the advantages it offers to companies such as Almawave—among the first in the world to have already obtained this important recognition—and why it represents a crucial factor for competitiveness

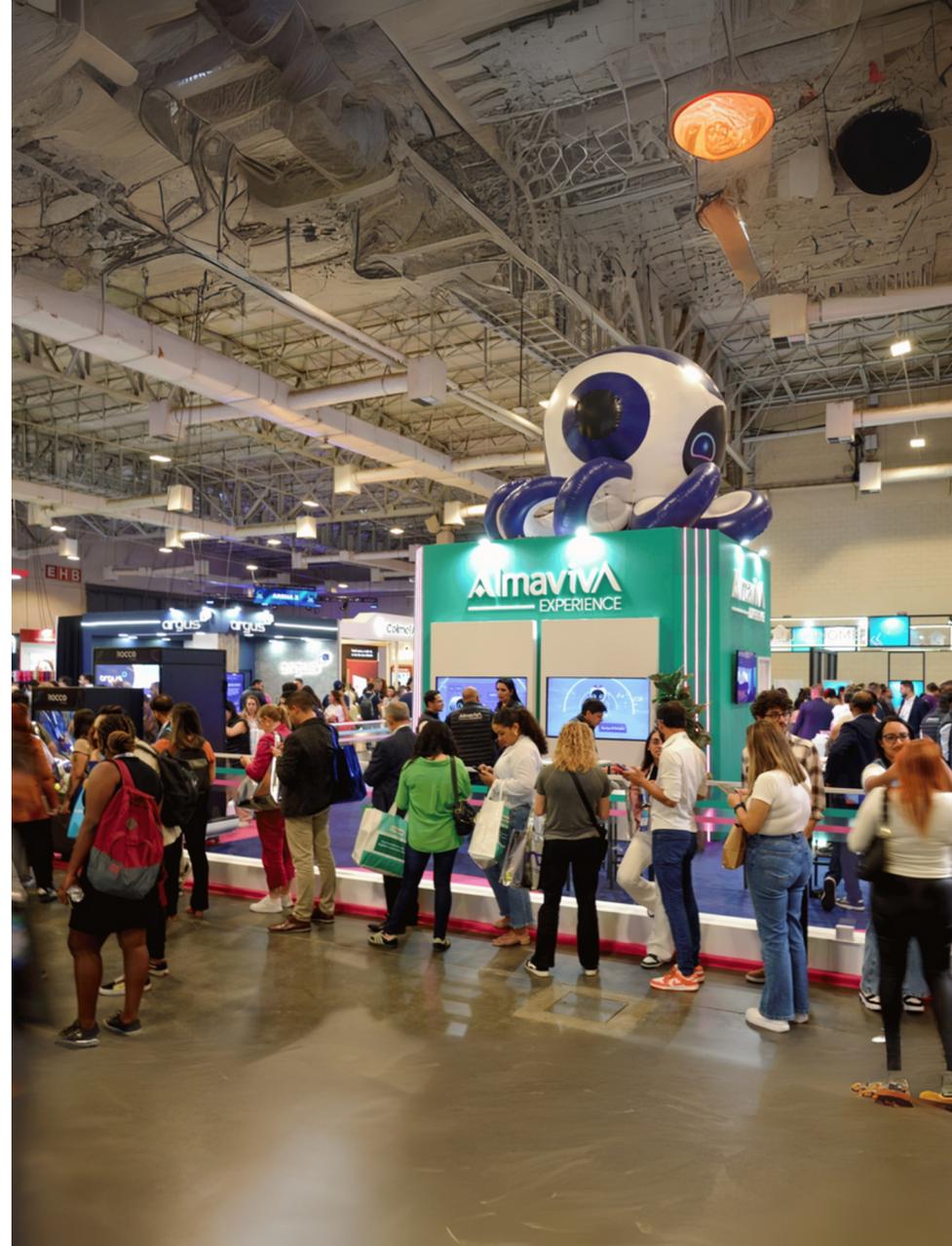




Almawave do Brasil brings Generative AI for customer care to Conarec 2025

At Conarec 2025, Almawave do Brasil presented a new generative virtual assistant for customer care.

The project, developed on the AIWave platform and the Velvet family of LLMs, was created in collaboration with Almoviva Experience and integrates the most advanced Generative AI, RAG, and NL Query technologies





Data Appeal and Mabrian join forces with the European Travel Commission as Official Research Partners

Under the partnership, Data Appeal will provide ETC with quarterly sustainability insights for a wide selection of European capitals. This includes a comprehensive general Destination Sustainability Index and detailed metrics across four pillars: Socio-Cultural, Destination Management, Overtourism and Environmental.

Mabrian will deliver complementary quarterly data on travel to Europe from key source markets, covering tourist interests, perceived security and climate indices, traveler profiles, accommodation and activity demand, as well as air capacity and flight pricing.





Raniero Romagnoli present at AI Summer School and LOD: the european perspective on enterprise Artificial Intelligence

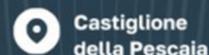
Raniero Romagnoli, CTO of Almageve, spoke at the International AI Summer School, held alongside the 11th Annual Conference on Machine Learning, Optimization, and Data Science (LOD).

In his presentation, Romagnoli provided an in-depth reflection on the role of artificial intelligence in the enterprise context, focusing on the European perspective, including challenges, requirements, and strategies for a conscious digital transformation



LOD 2025

International
Artificial Intelligence
Summer School 2025



Castiglione
della Pescaia



21-25
Settembre



Raniero
Romagnoli

CTO Almageve





PME and PAE: How to protect sensitive data in LLMs

Large language models are incredibly powerful, but they also have a memory issue: they can inadvertently retain and expose sensitive data such as emails, phone numbers, or API keys.

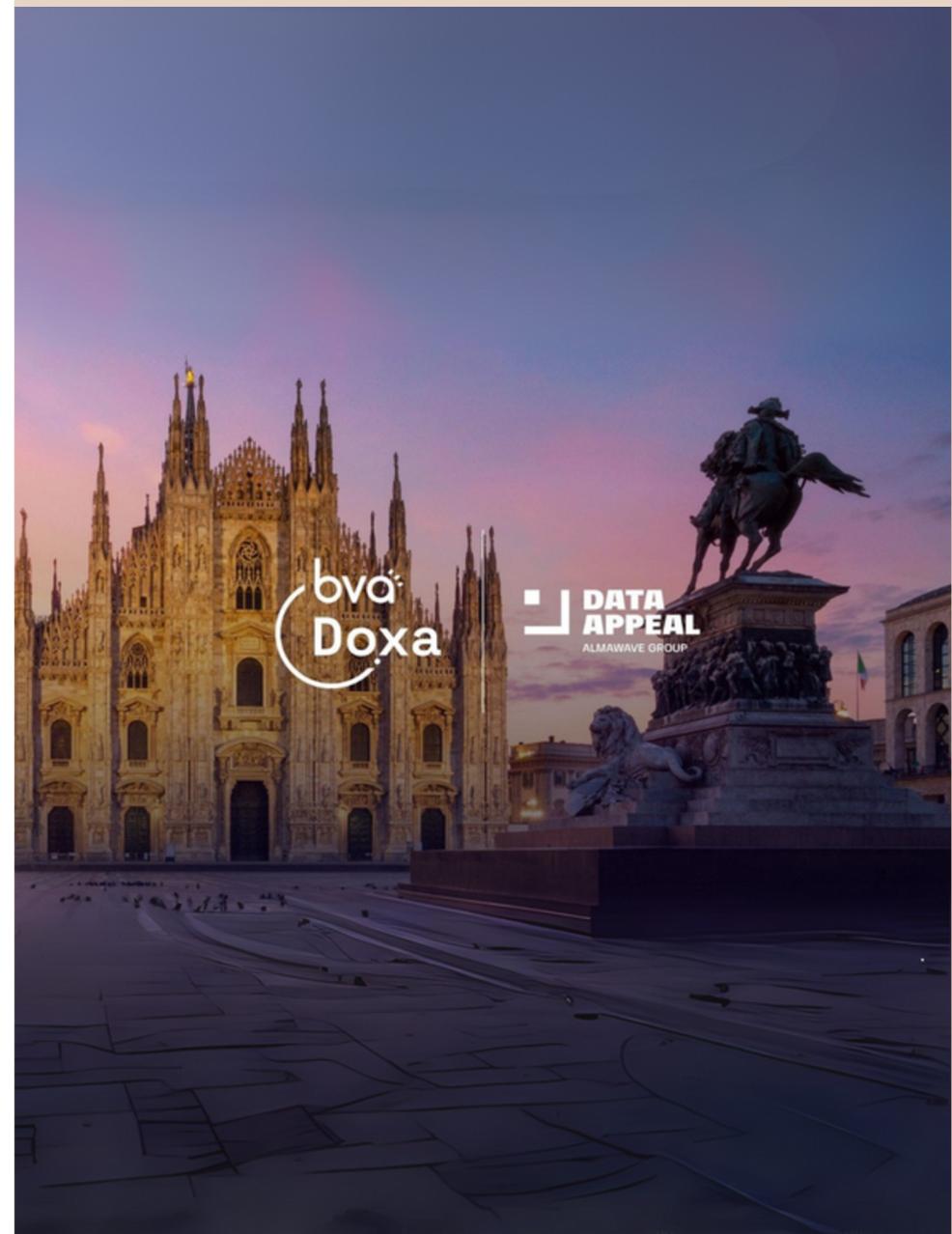
In our latest blog, we explored Privacy Association Editing (PAE) and Private Memorization Editing (PME), which allow AI models to remove sensitive information by directly modifying the model's internal memory.



In Milan, more tourism does not mean lower quality of life: in some districts, the opposite is true

The Data Appeal Company and Doxa conducted a study to understand the impact of overtourism in urban contexts, combining objective data with residents' perceptions.

The data collected – which integrates over 130 digital sources analyzed by TDAC and a structured survey carried out by Doxa on a representative sample of more than 500 residents – outlines an urban landscape characterized by diverse and constantly evolving balances



AI COMES TO life

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