

# VASD TRUST FACTOR ANALYSIS

## Independent Trust Verification

<b>Subject:</b>	Zoona AI (SparrowDesk Platform, SurveySparrow Inc.)
<b>Domain:</b>	sparrowdesk.com
<b>Contact:</b>	support@sparrowdesk.com
<b>Response Date:</b>	16 June 2026
<b>Conducted By:</b>	VELURYN AGNECY VASD Division
<b>Assessment Date:</b>	18 June 2026

## EXECUTIVE SUMMARY

VASD Trust Authority Infrastructure conducted an independent trust verification of Zoona AI (SparrowDesk) following their acceptance of a case study request and voluntary disclosure of internal trust mechanisms. This analysis represents VASD's independent assessment of technical infrastructure, operational transparency, and publicly available information. All technical findings, infrastructure analysis, and risk scoring are VASD's independent determinations based on our three layer verification framework, not claims made or verified by Zoona AI. **VASD Classification: TRUSTED | VASD Risk Score: 19/100 | Confidence Level: HIGH**

## METHODOLOGY

VASD Trust Authority Infrastructure operates under a proprietary three layer verification model. All assessments, scores, and classifications below represent VASD's independent analysis:

<b>Layer 1</b>	<b>Surface Verification</b>	VASD independent technical assessment: domain registration history, email authentication protocols, registrar verification
<b>Layer 2</b>	<b>Entity Presence</b>	VASD independent research: publicly available information, third party sources, documented entity footprint
<b>Layer 3</b>	<b>Deep Trust Intelligence</b>	VASD independent analysis: infrastructure patterns, configuration consistency, alignment between disclosed and observable behavior

VASD risk scores are calculated on a 0-100 scale, where lower scores indicate higher trust. Scores below 30: TRUSTED | 30-60: SUSPICIOUS | Above 60: HIGH RISK. Risk scores are derived from VASD's internal weighted trust framework and should be interpreted as comparative indicators rather than objective measurements. All scoring and classification is VASD's independent determination.

VASD Confidence Levels (High, Moderate, Limited) reflect the quality and completeness of available information. High confidence assessments incorporate direct entity responses, comprehensive public documentation, and technical verification. Moderate confidence relies primarily on public information with limited direct engagement. Limited confidence indicates reliance on minimal or unverified sources.

Assessment conducted independently within the applicable legal framework of India. All findings represent VASD's probabilistic trust assessments based on available information at the time of analysis, not legal

determinations.

## **DISCLOSED TRUST MECHANISMS**

*The following represents capabilities disclosed by Zoono AI in response to VASD's case study request. These statements reflect what Zoono AI confirmed about their product:*

Zoono AI responses are grounded in sources provided by the customer (knowledge base articles and imported content). In the inbox, support teams can see which knowledge base articles or sources were referenced for each Zoono reply, enabling verification and auditing. When a conversation is handed off to a human agent and resolved manually, Zoono reviews the transfer reason and resolution, then suggests knowledge improvements (new Q&As, new articles, or updates to existing articles). Admins and Knowledge Managers control what gets approved or published.

If a trained source page is deleted or significantly changed, Zoono may continue responding based on the older version until the source is refreshed or removed. Topic based escalation rules can be configured so Zoono escalates instead of answering for defined topics (such as billing, refunds, or account security). Zoono displays an AI Agent label by default in the chat widget header. When escalating, the agent receives the full conversation transcript.

## **LAYER 1: SURFACE VERIFICATION (VASD Independent Analysis)**

*The following represents VASD's independent technical assessment, not claims made or verified by Zoono AI:*

### **Domain Registration (VASD Finding):**

VASD independently verified that sparrowdesk.com was registered on 3 July 2022, establishing a roughly four year operational history. VASD assessment: this timeframe exceeds typical throwaway domain patterns observed in VASD analysis. The registrar, NameCheap Inc., is recognized in VASD's registrar database as a legitimate service.

### **Email Authentication (VASD Finding):**

VASD independently verified that a DMARC record is published with enforcement enabled (p=quarantine, sp=quarantine). VASD assessment: this configuration demonstrates operational email security practices observed in legitimate entities. DMARC aggregate reports are configured to route to dmarc@surveysparrow.com, an external domain. VASD notes this as a minor technical configuration gap, not a trust concern within the scope of this assessment.

## **LAYER 2: ENTITY PRESENCE (VASD Independent Research)**

*The following represents VASD's independent research of publicly available information:*

### **Public Information Review (VASD Finding):**

VASD independently located references to SparrowDesk and Zoono AI across multiple publicly accessible sources: software review sites, comparison articles, YouTube content, and help center documentation.

VASD assessment: these sources provide independent validation of entity existence and operational presence within the scope of information available at the time of analysis.

**Documented Entity Structure (VASD Finding):**

VASD independently reviewed publicly available about pages identifying SparrowDesk as operated by SurveySparrow Inc. VASD located published business addresses, contact information, social media accounts, and legal documentation via public sources. VASD assessment: this level of publicly available information aligns with patterns observed in established operational entities within VASD's comparative database.

**LAYER 3: DEEP TRUST INTELLIGENCE (VASD Independent Analysis)**

*The following represents VASD's independent infrastructure analysis:*

**Infrastructure Assessment (VASD Finding):**

VASD independently verified domain name servers operating on AWS Route 53 infrastructure. VASD assessment: this indicates use of enterprise grade infrastructure rather than anonymized or throwaway hosting patterns observed in higher risk entities.

**Configuration Consistency (VASD Finding):**

VASD independently assessed the DMARC cross domain configuration to surveysparrow.com. VASD assessment: while the receiving domain has not published the necessary external validation record, the configuration itself is consistent with centralized email security management across a multi product structure, based on patterns observed in VASD analysis.

**Disclosure Alignment (VASD Finding):**

VASD independently compared the capabilities disclosed by Zoona AI with publicly accessible help center and marketing documentation. VASD assessment: disclosed capabilities align with independently documented information, demonstrating consistency between stated and observable behavior within the scope of this analysis.

**VASD FINAL ASSESSMENT**

<b>VASD Classification:</b>	<b>TRUSTED</b>
<b>VASD Risk Score:</b>	<b>19/100</b>
<b>VASD Confidence Level:</b>	<b>HIGH</b> (direct entity responses, comprehensive public documentation, technical verification)
<b>Material Risk Factors:</b>	No material risk factors identified during the scope of this assessment
<b>Technical Note:</b>	DMARC external domain authorization gap observed — VASD assessment: administrative configuration, not a trust indicator within the scope of this analysis

VASD's independent assessment across three verification layers identified patterns consistent with established operational entities. Technical infrastructure, publicly available documentation, and disclosed capabilities demonstrate alignment between stated and observable behavior within the scope of information available at the time of analysis. The entity's willingness to disclose internal trust mechanisms and accept

external analysis demonstrates operational transparency. With a VASD risk score of 19 and high confidence level, the entity falls within VASD's TRUSTED classification threshold.

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#### **ATTRIBUTION AND SCOPE NOTICE**

This document contains two distinct categories of information: (1) Disclosed Trust Mechanisms — capabilities and safeguards as stated by Zoona AI in response to VASD's inquiry, and (2) VASD Independent Analysis — all technical findings, infrastructure assessment, risk scoring, and classification determinations conducted independently by VASD Trust Authority Infrastructure. Domain registration data, DMARC/DNS analysis, infrastructure patterns, entity presence research, and all scoring/classification represent VASD's independent findings, not claims made or verified by Zoona AI. Risk scores are comparative indicators derived from VASD's internal weighted framework, not objective measurements. Recipients should conduct their own due diligence before entering business relationships. This analysis does not constitute legal, financial, or professional advice.

#### **VASD Trust Authority Infrastructure | VELURYN AGNECY**

Independent Probabilistic Assessment | Assessment Conducted Within Applicable Legal Framework of India

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