

DeepSeek Privacy Policy

Last Update: December 05, 2024

Welcome to DeepSeek!

Introduction

This privacy policy ("Privacy Policy") applies to the personal information that DeepSeek processes in connection with DeepSeek apps, websites, software, and related services (the "Service"), that link to or reference this Privacy Policy. The Service enables you to create and interact with chatbots.

Data Controller: The Service is provided and controlled by **Hangzhou DeepSeek Artificial Intelligence Co., Ltd., and Beijing DeepSeek Artificial Intelligence Co., Ltd.**, with their registered addresses in China ("we" or "us"). If you have any questions about how we use your personal data, please contact service@deepseek.com(Chat) / api-service@deepseek.com(Platform) or click "Contact us" column on the website.

Please be informed that the processing rules for personal information collected from end users when accessing downstream systems or applications developed by developers using our open platform services are not covered by this privacy policy. The developer operating the application, as the controller of the personal information processing activity, should disclose the relevant personal information protection policies to the end users.

What Information We Collect

We collect your information in three ways: Information You Provide, Automatically Collected Information, and Information From Other Sources. More detail is provided below.

Information You Provide

When you create an account, input content, contact us directly, or otherwise use the Services, you may provide some or all of the following information:

- **Profile information.** We collect information that you provide when you set up an account, such as your date of birth (where applicable), username, email address and/or telephone number, and password.

- **User Input.** When you use our Services, we may collect your text or audio input, prompt, uploaded files, feedback, chat history, or other content that you provide to our model and Services.
- **Information When You Contact Us.** When you contact us, we collect the information you send us, such as proof of identity or age, feedback or inquiries about your use of the Service or information about possible violations of our [Terms of Service](#) (our "**Terms**") or other policies.

Automatically Collected Information

We automatically collect certain information from you when you use the Services, including internet or other network activity information such as your IP address, unique device identifiers, and cookies.

- **Technical Information.** We collect certain device and network connection information when you access the Service. This information includes your device model, operating system, keystroke patterns or rhythms, IP address, and system language. We also collect service-related, diagnostic, and performance information, including crash reports and performance logs. We automatically assign you a device ID and user ID. Where you log-in from multiple devices, we use information such as your device ID and user ID to identify your activity across devices to give you a seamless log-in experience and for security purposes.
- **Usage Information.** We collect information regarding your use of the Services, such as the features you use and the actions you take.
- **Cookies.** We and our service providers and business partners may use cookies and other similar technologies (e.g., web beacons, flash cookies, etc.) ("Cookies") to automatically collect information, measure and analyze how you use our Services, enhance your experience using our Services, and improve our Services. Cookies enable our Services to provide certain features and functionality. Web beacons are very small images or small pieces of data embedded in images, also known as "pixel tags" or "clear GIFs," that can recognize Cookies, the time and date a page is viewed, a description of the page where the pixel tag is placed, and similar information from your computer or device. To learn how to disable certain Cookies, see the "Your Choices" section below.
- **Payment Information.** When you use paid services for prepayment, we collect your payment order and transaction information to provide services such as order placement, payment, customer service, and after-sales support.

Information from Other Sources

We may receive the information described in this Privacy Policy from other sources, such as:

- **Log-in, Sign-up, or Linked Services.** Where available, if you choose to sign-up or log-in to the Service using a third-party service such as Apple or Google, or link your account to a third-party service, we may collect information from the service, such as access token.
- **Advertising, Measurement and Other Partners.** Advertisers, measurement, and other partners share information with us about you and the actions you have taken outside of the Service, such as your activities on other websites and apps or in stores, including the products or services you purchased, online or in person. These partners also share information with us, such as mobile identifiers for advertising, hashed email addresses and phone numbers, and cookie identifiers, which we use to help match you and your actions outside of the Service.

How We Use Your Information

We use your information to operate, provide, develop, and improve the Service, including for the following purposes.

- Provide and administer the Service, such as enabling you to chat with DeepSeek and provide user support.
- Enforce our Terms, and other policies that apply to you. We review User Input, Output and other information to protect the safety and well-being of our community.
- Notify you about changes to the Services and communicate with you.
- Maintain and enhance the safety, security, and stability of the Service by identifying and addressing technical or security issues or problems (such as technical bugs, spam accounts, and detecting abuse, fraud, and illegal activity).
- Review, improve, and develop the Service, including by monitoring interactions and usage across your devices, analyzing how people are using it, and by training and improving our technology.
- Comply with our legal obligations, or as necessary to perform tasks in the public interest, or to protect the vital interests of our users and other people.

How We Share Your Information

Service Providers

We engage service providers that help us provide, support, and develop the Service and understand how it is used. We share Information You Provide, Automatically Collected Information, and Information From Other Sources with these service providers as necessary to enable them to provide their services. Some examples include if you:

- sign-up or log-in to the Service using your account details from a third party platform (such as Apple or Google), we will share certain Technical Information to facilitate this.

Business Partners

Advertising and Analytics Partners. We may share information collected through your use of the Service with our advertising or analytics partners. These partners help us promote the Service through advertising displayed on other platforms, some of which, in some jurisdictions, may be based on your activity across other sites and services. These partners may also help us and our partners measure the effectiveness of our advertising campaigns.

Our Corporate Group

The Services are supported by certain entities within our corporate group. These entities process Information You Provide, and Automatically Collected Information for us, as necessary to provide certain functions, such as storage, content delivery, security, research and development, analytics, customer and technical support, and content moderation.

Others

We share your information in other limited scenarios as follows:

Corporate Transactions. Your information may be disclosed to third parties in connection with a corporate transaction, such as a merger, sale of assets or shares, reorganization, financing, change of control, or acquisition of all or a portion of our business.

Legal Obligations and Rights. We may access, preserve, and share the information described in "What Information We Collect" with law enforcement agencies, public authorities, copyright holders, or other third parties if we have good faith belief that it is necessary to:

- comply with applicable law, legal process or government requests, as consistent with internationally recognised standards,
- protect the rights, property, and safety of our users, copyright holders, and others, including protecting life or preventing imminent bodily harm. For example, we may provide information (such as your IP address) to law enforcement in the event of an emergency where someone's life or safety is at risk,
- investigate potential violations of and enforce our Terms, Guidelines, or any other applicable terms, policies, or standards, or
- detect, investigate, prevent, or address misleading activity, copyright infringement, or other illegal activity.

With Your Consent

Depending on where you live, we may share personal information with the proper authorization or to provide the Services you have requested or authorized. For example, if you choose to log in to our Services using a social network account, or share information from our Services to a social media service, we will share that information with those Platforms.

Third-party content. The Services may contain links to policies, functionality, or content maintained by third parties not controlled by us. We are not responsible for, and make no representations regarding, such policies, functionality, or content or any other practices or operations of such third parties.

Your Rights

Depending on where you live, you may have certain rights with respect to your personal information, such as a right to know how we collect and use your personal information. You may also have a right to access, change, oppose, request a copy of your authorization, file complaints before the competent authorities, withdraw your consent, or limit our collection and use of your personal information as well as to request that we delete it, and potentially others. In certain circumstances, you can also ask us to provide additional information about our collection and use of your personal information. Please note that your exercise of certain rights may impact your ability to use some or all of **DeepSeek Services'** features and functionalities.

If you have registered for an account, you may also access, review, and update certain personal information that you have provided to us by logging into your account and using available features and functionalities.

Please contact us by using the contact information provided in this Privacy Policy if you would like to exercise any of your rights. We will respond to your request consistent with applicable law and subject to proper verification.

Your Choices

You can control and access some of your personal information directly through settings. For example, you can manage your chat history. Should you choose to do so, you may also delete your chat history via your settings.

If you choose to delete your account, you will not be able to reactivate your account or retrieve any of the content or information in connection with your account.

You may also be able to control some of the information we collect about you through your device browser settings to refuse or disable Cookies. Because each browser is different, please consult the instructions provided by your browser. Please note that you may need to take additional steps to refuse or disable certain types of Cookies. In addition, your choice to disable Cookies is specific to the particular browser or device that you are using when you disable Cookies, so you may need to separately disable Cookies for each type of browser or device. If you choose to refuse, disable, or delete Cookies, some of the functionality of the Services may no longer be available to you. Without this information, we are not able to provide you with all of the requested services.

The Security of Your Information

Security of your information is important to us. We maintain commercially reasonable technical, administrative, and physical security measures that are designed to protect your information from unauthorized access, theft, disclosure, modification, or loss. We regularly review our security measures to consider available new technology and methods. However, no Internet or email transmission is ever fully secure or error free. In particular, email sent to or from us may not be secure. Therefore, you should take special care in deciding what information you send to us via the Service or email. In addition, we are not responsible for circumvention of any privacy settings or security measures contained on the Service, or third-party websites.

How Long Do We Keep Your Information

We retain information for as long as necessary to provide our Services and for the other purposes set out in this Privacy Policy. We also retain information when necessary to comply with contractual and legal obligations, when we have a legitimate business interest to do so (such as improving and developing our Services, and enhancing their safety, security and stability), and for the exercise or defense of legal claims.

The retention periods will be different depending on the type of information, the purposes for which we use the information and any legal requirements. For example, when we process your information to provide you with the Services, we keep this information for as long as you have an account. This information includes your profile Information, input and payment information. If you violate any of our terms, policies or guidelines, we may remove your profile Information, input and/or payment information from public view immediately but keep your information as necessary to process the violation.

Where We Store Your Information

The personal information we collect from you may be stored on a server located outside of the country where you live. We store the information we collect in secure servers located in the People's Republic of China .

Where we transfer any personal information out of the country where you live, including for one or more of the purposes as set out in this Policy, we will do so in accordance with the requirements of applicable data protection laws.

Information relating to children under 18

Our Services are not aimed at children under the age of 18. If you are 14 or older, but under 18, you should read and agree to this privacy policy together with your parents or other guardians before using our Services.

We do not actively collect personal information from children under the age of 14. If we notice or receive feedback that we have collected any of their personal information without prior consent from a guardian, we will attempt to delete the information as soon as possible. If you believe that we processed personal information about or collected from a child under the age of 14, please contact us at service@deepseek.com(Chat) / api-service@deepseek.com(Platform).

Privacy Policy Updates

We may update this Privacy Policy from time to time as required by law. When we update the Privacy Policy, we will notify you by updating the “Last Updated” date at the top of the new Privacy Policy, posting the new Privacy Policy, or by providing any other notice required by applicable law. We recommend that you review the Privacy Policy each time you access our Services to stay informed of our privacy practices.

Contact Us

Questions, comments and requests regarding this policy should be addressed to service@deepseek.com(Chat) / api-service@deepseek.com (Platform) or click "Contact us" column on the website.