

Perplexity's Privacy Policy

Last updated: December 22, 2024.

This Privacy Policy describes how Perplexity AI, Inc. ("we", "us," "our") collects, uses and discloses information about individuals who use our websites (www.perplexity.ai and <https://labs.perplexity.ai>) to access the free version of our product or Perplexity Pro, other applications, services, tools and features, or who purchase our products or otherwise interact with us (collectively, the "Services"). For the purposes of this Privacy Policy, we are the data controller, and "you" and "your" means you as the user of the Services, whether you are a customer, website visitor, job applicant, representative of a company with whom we do business, or another individual whose information we have collected pursuant to this Privacy Policy. This Privacy Policy does not cover the use of the Perplexity API or Enterprise Pro, where we act solely as a processor, and which are governed by the applicable Terms and Conditions, including the Data Processing Addendum incorporated therein, that you agree to when signing up for a subscription to the Business Services.

DataRep, a company registered at The Cube, Monahan Road, Cork, T12 H1XY, Republic of Ireland (EU), with the contact email address privacy@perplexity.ai, is our representative in the European Economic Area ("EEA") for the purposes of the EU GDPR. TrustKeith Ltd, a company registered at 20-22 Wenlock Road, London, N1 7GU with the contact email address privacy@perplexity.ai, is our DPO in the United Kingdom ("UK") for the purposes of the UK GDPR.

Please read this Privacy Policy carefully. By using any of the Services, you agree to the collection, use, and disclosure of your information as described in this Privacy Policy. If you do not agree to this Privacy Policy, please do not use or access the Services.

1 CHANGES TO THIS PRIVACY NOTICE

We may modify this Privacy Policy from time to time, in which case we will update the "Last Updated" date at the top of this Privacy Policy. If we make material changes to the way in which we use or disclose information we collect, we will use reasonable efforts to notify you (such as by emailing you at the last email address you provided us, by posting notice of such changes on the Services, or by other means consistent with applicable law) and will take additional steps as required by applicable law. If you do not agree to any updates to this Privacy Policy, please do not continue using or accessing the Services.

2 COLLECTION AND USE OF YOUR INFORMATION

When you use or access the Services, we collect certain categories of information about you from a variety of sources.

Information You Provide to Us

Some features of the Services may require you to directly provide us with certain information about yourself. You may elect not to provide this information, but doing so may prevent you from using or accessing these features. Information that you directly submit through our Services includes:

- Basic contact details, such as name, address, phone number, and email ("**Contact Information**"). We use this information where necessary to perform our contract with you to provide the Services, and to communicate with you (including, with your consent where required, to tell you about certain promotions or products or services that may be of interest to you).
- Account information, such as name, username, email and password ("**Account Information**"). We use this information where necessary to perform our contract with you to provide the Services and to maintain and secure your account with us. If you choose to register an account, you are responsible for keeping your account credentials safe. We recommend you do not share your access details with anyone else. If you believe your account has been compromised, please contact us immediately at support@perplexity.ai.
- Payment information, such as credit or debit card information and billing address, which we collect using a third party payment processor ("**Payment Information**"). We use this information where necessary to perform our contract with you to process your payment and provide the Services.

- Applicant details, such as information included in your resume or CV, references, and job history ("**Applicant Information**"). We use applicant details in our legitimate interests to process your application for employment and to evaluate your candidacy. For Singapore, we use this information for evaluative purposes and for the purposes of entering into an employment relationship with you.
- Your input and output, such as questions, prompts and other content that you input, upload or submit to the Services, and the output that you create, and any collections or pages that you generate using the Services ("**Service Interaction Information**"). This content may constitute or contain personal information, depending on the substance and how it is associated with your account. We use this information where necessary to perform our contract with you to generate and output new content as part of the Services. If you make content publicly available or share content with third parties, please note that it may be stored, displayed, reproduced, published, or otherwise used or disclosed without your permission, and may or may not be attributed to you.
- Any other information you choose to include in communications with us when necessary to perform our contract with you, for example, when sending a message through the Services or providing your size when purchasing certain products ("**Other Information You Provide**").

Information Collected Automatically

We and certain third parties also automatically collect certain information about your interaction with the Services ("**Usage Data**") through the use of cookies, pixels, tags and other tracking technologies ("**Tracking Technologies**"). Usage Data includes:

- Device information, such as device type, operating system, unique device identifier, and internet protocol (IP) address.
- Location information, such as approximate location.
- Other information regarding your interaction with the Services, such as browser type, log data, date and time stamps, clickstream data, interactions with marketing emails, and ad impressions.

We use Usage Data in our legitimate interests to tailor features and content to you, run analytics and measure and better understand user interaction with the Services, and we may permit third parties to use Usage Data for such purposes. For more information on how we use Tracking Technologies and your choices, see the section below, Cookies and Other Tracking Technologies.

Information Collected From Other Sources

We may obtain information about you from outside sources, including information that we collect directly from third parties and information from third parties that you choose to share with us. Such information includes:

- Analytics data we receive from analytics providers such as Google Analytics ("**Analytics Information**"), which we use in our legitimate interests to understand your interaction with, and improve, our Services.
- Information we receive from career websites, such as LinkedIn, Monster, or Indeed, which we use in our legitimate interests to process your application for employment ("**Employment Information**"). For Singapore, we use this information for evaluative purposes and for the purposes of entering into an employment relationship with you.
- Information we receive from consumer marketing databases or other data enrichment companies, which we use in our legitimate interests to better customize advertising and marketing to you ("**Advertising Information**").
- Information we receive from business partners and other companies that we partner with to provide you with free or discounted access to the Services or other offers or promotions, which we use in our legitimate interests to provide you with free or discounted access to the Services ("**Partner Information**").
- Information we receive when you choose to link any third-party platforms to your account, such as when you sign into your account through Google or Apple, or when you sync connect your third party email account or calendar to your Perplexity Account ("**Third Party Platform Information**"). We use this information only where necessary to perform our contract with you, to maintain your account and login information and to provide you with the Services, including to generate and output new content. Third Party Platform Information may include your name, profile picture and email address.
- If you consent to us syncing your email account or calendar with the Services, we will also have access to your contacts and information from email messages and calendar appointments in your email account, including the content of your emails (together, "**Email Service Information**"). Notwithstanding anything else in this Privacy Policy, we only use and disclose Email Service Information to provide the Services or as otherwise required by applicable law, and, if you sync your Google account, we only use and disclose such information in accordance with the

Google API Services User Data Policy, including the Limited Use requirements. You have the right to withdraw this consent at any time by contacting us at support@perplexity.ai.

- Information from publicly accessible sources, such as information that's publicly available online (like articles, websites, and journals) or from other public sources, which we use where necessary to perform our contract with you ("**Public Information**").

In addition to the specific uses described above, we may use any of the above information to provide you with and improve the Services (including our AI models) and to maintain our business relationship, including by enhancing the safety and security of our Services (e.g., troubleshooting, data analysis, testing, system maintenance, and reporting), providing customer support, sending service and other non-marketing communications, monitoring and analyzing trends, and conducting internal research and development. We may also use the information to comply with applicable legal obligations, enforce any applicable terms of service, and protect the Services, our rights, and the rights of our employees, users or other individuals.

Finally, we may, in our legitimate interests, deidentify or anonymize your information such that it cannot reasonably be used to infer information about you or otherwise be linked to you ("**Deidentified Information**") (or we may collect information that has already been deidentified/anonymized), and we may use such Deidentified Information for any purpose. To the extent we possess or process any deidentified information, we will maintain and use such information in deidentified/anonymized form and not attempt to reidentify the information, except solely for the purpose of determining whether our deidentification/anonymization process satisfies legal requirements.

Any information we receive from outside sources will be treated in accordance with this Privacy Policy. We are not responsible for the accuracy of the information provided to us by third parties and are not responsible for any third party's policies or practices. For more information, see the section below, Third Party Websites and Links. To the extent the laws in your jurisdiction do not recognize the legal basis of legitimate interest or another legal basis specified above for a particular purpose, you consent to the processing of your personal data for that purpose through using the Services. For further information about the legal basis upon which we process your personal information, [click here](#).

3. COOKIES AND OTHER TRACKING TECHNOLOGIES

Most browsers accept cookies automatically, but you may be able to control the way in which your devices permit the use of Tracking Technologies. If you so choose, you may block or delete our cookies from your browser or limit cross-site tracking; however, blocking or deleting cookies may cause some of the Services, including certain features and general functionality, to work incorrectly. If you have questions regarding the specific information about you that we process or retain, as well as your choices regarding our collection and use practices, please contact us using the information listed below.

To opt out of tracking by Google Analytics, [click here](#).

Your browser settings may allow you to transmit a 'do not track' signal. Like many websites, our website is not designed to respond to such signals. To learn more about 'do not track' signals, you can visit <http://www.allaboutdnt.com/>.

4. DISCLOSURE OF YOUR INFORMATION

We may disclose your information to third parties subject to this Privacy Policy, including the following categories of third parties:

- **Company Group:** Our affiliates or others within our corporate group, in accordance with our contract with you, and for internal administration or support purposes, in our legitimate interest to run a successful business and in order to provide our Services.
- **Service Providers:** Vendors or other service providers who help us provide the Services, including for system administration, cloud storage, generative AI and content creation, security, customer transaction facilitation and relationship management, marketing communications, web analytics, payment networks, and payment processing.
- **Business Partners:** Third parties through whom you receive access to our Services, including via use of a promotion code or other method provided by such business partners, in our legitimate interest to provide you with free or discounted access to our Services.
- **Other Third Parties, including other users:** Third parties to whom you request or direct us to disclose information, such as through your use of social media widgets or login integrations, when you purchase third-party goods through the Services, send an email or interact with your third party email or calendar account through the Services, or otherwise choose to share or make output or other information visible to others, including other users. We do this as necessary for the performance of a contract or in our legitimate

orders, including other users. We do this as necessary for the performance of a contract, or in our legitimate interest to provide you with access to the Services and integrations with third parties, or with your consent.

- **Advertising Partners:** Third parties who display advertising information on our Services or otherwise assist with the delivery of ads.
- **Professional Advisors:** As necessary, we will share your personal data with professional advisors such as auditors, law firms, or accounting firms.
- **Business Transactions:** We will share personal information with a prospective buyer, seller, new owner, or other relevant third party as necessary while negotiating or in relation to a change of corporate control such as a restructuring, merger, asset sale or purchase, bankruptcy or other business transaction or re-organization. We do this in our legitimate interest to run a successful and compliant business, and as required by applicable law.

We may also disclose your information as needed to comply with applicable law or any obligations thereunder or to cooperate with law enforcement, judicial orders, and regulatory inquiries, to enforce any applicable terms of service, and to ensure the safety and security of our business, employees, and users. We do this in our legitimate interest to protect our Service and business and to comply with applicable law.

5. SOCIAL FEATURES

Certain features of the Services may allow you to initiate interactions between the Services and third-party services or platforms, such as Discord, X (formerly Twitter) and other social networks ("**Social Features**"). Social Features include features that allow you to access our pages on third-party platforms, and from there 'like' or 'share' our content. Use of Social Features may allow a third party to collect and/or use your information. If you use Social Features, information you post or make accessible may be publicly displayed by the third-party service. Both we and the third party may have access to information about you and your use of both the Services and the third-party service. For more information, see the section below, Third Party Websites and Links.

6. THIRD PARTY WEBSITES AND LINKS

We may provide links to third-party websites or platforms, such as Discord and X (formerly Twitter). If you follow links to sites or platforms that we do not control and are not affiliated with us, you should review the applicable privacy notice, policies and other terms. We are not responsible for the privacy or security of, or information found on, these sites or platforms. Information you provide on public or semi-public venues, such as third-party social networking platforms, may also be viewable by other users of the Services and/or users of those third-party platforms without limitation as to its use. Our inclusion of such links does not, by itself, imply any endorsement of the content on such platforms or of their owners or operators.

7. CHILDREN'S PRIVACY

Children under the age of 13 are not permitted to use the Services, and we do not seek or knowingly collect any personal information about children, particularly those under 13 years of age or in the case of a region where the minimum age for processing personal information differs, such different age. For users above the age of 13 but below the age where you are able to consent to the processing of your personal information, please obtain your parent or guardian's consent prior to using the Services.

If we become aware that we have unknowingly collected information about a child under 13 years of age or the relevant minimum age in your jurisdiction, we will make commercially reasonable efforts to delete such information. If you are the parent or guardian of a child under the relevant minimum age who has provided us with their personal information, you may contact us using the below information to request that it be deleted.

8. DATA SECURITY AND RETENTION

Despite our reasonable efforts to protect your information, no security measures are impenetrable, and we cannot guarantee "perfect security." Any information you send to us electronically, while using the Services or otherwise interacting with us, may not be secure while in transit. We recommend that you do not use unsecure channels to send us sensitive or confidential information.

We retain your information for as long as is reasonably necessary for the purposes specified in this Privacy Policy. When determining the length of time to retain your information, we consider various criteria, including whether we need the information to continue to provide you the Services, resolve a dispute, enforce our contractual agreements, prevent harm, promote safety, security and integrity, or protect ourselves, including our rights, property or products.

9. U.S. RESIDENTS

This section supplements the other sections of this Privacy Policy and applies to you only if you are a resident of California or another U.S. state that has passed a privacy law similar to the California Consumer Privacy Act ("CCPA") that applies to us, and the law requires specific privacy notice disclosures. For purposes of this section, references to "personal information" shall include "sensitive personal information," as these terms are defined under the CCPA.

Processing of Personal Information

In the preceding 12 months, we collected and disclosed for a business purpose the following categories of personal information and sensitive personal information (denoted by *) about residents:

- Identifiers, such as name, e-mail address and IP address
- Personal information categories listed in the California Customer Records statute such as name, address and telephone number
- Commercial information such as records of products or services purchased
- Internet or other similar network activity such as Usage Data
- Geolocation data such as IP address
- Professional or employment-related information such as title of profession, employer, professional background and other information provided by you when you apply for a job with us
- Non-public education information collected by certain federally funded institutions such as education records that you provide when you apply for a job with us
- Account access credentials* for the Services
- The contents of email messages in the email inboxes that you connect to your Perplexity account, and the content of email messages you send through Perplexity*

The specific business or commercial purposes for which we have collected and disclosed your personal information and the categories of sources from which we collect your personal information are described in the section above, Collection and Use Your Information. The third parties that we have disclosed your information to are described in Section 4 (Disclosure of Your Information) above. We only use and disclose sensitive personal information for the purposes specified in the CCPA or otherwise in line with your consent. The criteria we use to determine how long to retain your personal information is described in the section above, Data Security and Retention.

Selling and/or Sharing of Personal Information

We do not "sell" or "share" (as those terms are defined under the CCPA) personal information, nor have we done so in the preceding 12 months. Further, we do not have actual knowledge that we "sell" or "share" personal information of residents under 16 years of age.

California Account Holders Under 18

Any California residents under the age of eighteen (18) who have registered to use the Services and who have posted content or information available to others on the Services can request that such information be removed from the Services by contacting us at the e-mail address set forth in the section below, How to Contact Us. Such request must state that they personally posted such content or information and detail where the content or information is posted. We will make reasonable good faith efforts to remove the post from prospective public view or anonymize it so the resident cannot be individually identified. This removal process cannot ensure complete or comprehensive removal. For instance, third parties may have republished the post, and archived copies of it may be stored by search engines and other parties that we do not control.

10. DATA TRANSFERS

The personal information that we collect will be transferred to, stored at/processed in, or accessed from countries outside the jurisdiction in which you are based in, for the purposes described in this Privacy Policy, including countries in which our service providers or other third parties described in Section 4 are located. Specifically, we have servers for the Service in the US. We also have support, engineering and other teams who may support the Service, including from the United States.

We process the personal information that you provide to us by creating an account and using our Services in countries outside the relevant jurisdiction you are resident in in order to perform our contract with you (to provide you with our Services). By using the Services and acknowledging the Privacy Policy, you consent to the transfer of your personal information to third parties (if any), which may include the cross-border transfer of your information to any country or region where we have databases or affiliates and, in particular, to the jurisdictions specified herein.

For such transfers of data outside the relevant jurisdiction will use applicable safeguards, for example, for UK and EEA users, the European Commission's model contracts for the transfer of personal information to third countries (i.e., the standard contractual clauses) (the "Model Clauses"), or any equivalent contracts issued by the relevant competent authority of the UK, as relevant, unless the data transfer is to a country that has been determined by the European Commission or the relevant UK authorities, as applicable, to provide an adequate level of protection for individuals' rights and freedoms for their personal information. Please contact us at support@perplexity.ai should

you wish to inquire further as to such data transfer mechanisms, including to examine a copy of the Model Clauses.

For EU and UK users:

We comply with the EU-U.S. Data Privacy Framework and the UK Extension to the EU-U.S. DPF as set forth by the U.S. Department of Commerce (collectively, the "DPF") and have certified to the U.S. Department of Commerce that we adhere to the DPF Principles with regard to the processing of personal data received from the European Union and UK (and Gibraltar) in reliance on the DPF.

If there is any conflict between the terms in this privacy policy and the DPF Principles, the Principles shall govern to the extent applicable to the information at issue. The Federal Trade Commission has jurisdiction over our compliance with the DPF and, in accordance with the DPF, we are responsible for onward transfers to third parties that process personal information subject to the DPF in a way that does not follow the DPF Principles. To learn more about the Data Privacy Framework program, and to view our certification, please visit the Data Privacy Framework website.

We commit to resolve DPF Principles-related complaints about our collection and use of personal information. Individuals in the EU and UK with inquiries or complaints regarding our compliance with the DPF should first contact us, at support@perplexity.ai. If you have an unresolved complaint concerning our handling of personal information received in reliance on the DPF that we have not addressed satisfactorily, please contact our U.S.-based third-party dispute resolution provider (free of charge) at <https://www.dataprivacyframework.gov/>. Under certain conditions (more fully described here) you may be entitled to invoke binding arbitration to resolve your complaint.

In compliance with the EU-U.S. DPF and the UK Extension to the EU-U.S. DPF, we commit to cooperate and comply respectively with the advice of the panel established by the EU data protection authorities (DPAs) and the UK Information Commissioner's Office (ICO) with regard to unresolved complaints concerning our handling of personal data received in reliance on the EU-U.S. DPF and the UK Extension to the EU-U.S. DPF.

11. YOUR RIGHTS AND CHOICES

Depending on where you live, you may have some or all of the rights listed below in relation to personal information that we have collected about you. However, these rights are not absolute, and in certain cases, we may decline your request as permitted by law.

- **Right to Access / Know.** You may have a right to request access to personal information that we hold about you, or to request information about our collection, use and disclosure of your personal information, such as the categories of personal information we have collected or disclosed for a business purpose.
- **Right to Delete.** You may have a right to request that we delete personal information we maintain about you.
- **Right to Correct.** You may have a right to request that we correct inaccurate personal information we maintain about you.
- **Right of Portability.** You may have the right to receive a copy of the personal information we hold about you and to request that we transfer it to a third party.
- **Restriction of Processing.** You may have the right to ask us to stop, suspend or restrict our processing of personal information.
- **Objection.** You may have the right to object to our processing of personal information.
- **Withdrawal of Consent.** Where we rely on consent to process your personal information, you may have the right to withdraw this consent at any time by contacting us at support@perplexity.ai. Please note that the withdrawal of consent does not affect the lawfulness of processing based on consent before its withdrawal, and that where you withdraw your consent, we may not be able to deliver the expected service to you.

You may choose to stop receiving personalized advertising or marketing promotions from us when using the Services by contacting us at our email address provided below.

You may exercise any of these rights by contacting us using the information provided below. We will not discriminate against you for exercising any of these rights. We may need to collect information from you to verify your identity, such as your email address and government issued ID, before providing a substantive response to the request. You may designate, in writing or through a power of attorney document, an authorized agent to make requests on your behalf to exercise your rights. Before accepting such a request from an agent, we will require that the agent provide proof you have authorized them to act on your behalf, and we may need you to verify your identity directly with us. If we deny your request, you may appeal our decision by contacting us using the information provided below. You may opt out of information collection for AI (which would prohibit us from using your search information to improve our AI models) in your settings page if you are logged into the Services. You may also request to delete your account.

history in your settings page if you are logged into the service. You may also request to delete your account through the settings page or by contacting us at support@perplexity.ai. If you delete your account, we aim to delete your personal information from our servers within 30 days. Please contact us at support@perplexity.ai to request deletion.

12. COMPLAINTS

If you have complaints about how we process your personal information, please contact us at support@perplexity.ai and/or your local representative's contact details as set out above, and we will respond to your request as soon as possible.

If you think we have infringed data protection laws, you can file a claim with the data protection supervisory authority in the country in which you live or work or where you think we have infringed data protection laws, or with the UK Information Commissioner's Office, or other relevant data protection authority as applicable to you.

13. HOW TO CONTACT US

Should you have any questions about our privacy practices or this Privacy Policy, please email us at support@perplexity.ai and/or your local representative's contact details as set out above.

14. LANGUAGE

Except as otherwise prescribed by applicable law, in the event of any inconsistency between the English language version and local language version of this Privacy Policy, the English language version will prevail.

