

DeepSeek Privacy Policy

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Welcome to DeepSeek!

Introduction

This privacy policy ("Privacy Policy") applies to the Personal Data (or other similar terms as defined by applicable data protection law) relating to you ("Personal Data") that DeepSeek processes in connection with DeepSeek apps, websites, software, and related services (the "Services"), that link to or reference this Privacy Policy. The Services enable you to create and interact with chatbots.

Data Controller: The Services are provided and controlled by **Hangzhou DeepSeek Artificial Intelligence Co., Ltd.**, with its registered address in China ("we" or "us"). If you have any questions about how we use your Personal Data, please contact privacy@deepseek.com or click the "Contact us" column on the website.

Please be informed that the processing rules for Personal Data 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 Data processing activity, should disclose the relevant Personal Data protection policies to the end users. If you would like to learn more about our model mechanism or training methods, please refer to the [Model Mechanism and Training Methods of DeepSeek](#).

What Personal Data We Collect

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

Personal Data 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 Personal Data:

- **Account Personal Data.** We collect Personal Data that you provide when you set up an account, such as your date of birth (where applicable), username (where applicable), email address and/or telephone number, and password.
- **User Input.** When you use our Services, we may collect your text input, prompt, uploaded files, feedback, chat history, or other content that you provide to our model and Services ("Prompts" or "Inputs"). We generate responses ("Outputs") based on your Inputs.
- **Personal Data When You Contact Us.** When you contact us, we collect the Personal Data you send us, such as proof of identity or age, contact details, feedback or inquiries about your use of the Services or Personal Data about possible violations of our [Terms of Service](#) (our "**Terms**") or other policies.

Automatically Collected Personal Data

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

- **Device and Network Personal Data.** We collect certain device and network connection Personal Data when you access the Services. This Personal Data includes your device model, operating system, IP address, device identifiers and system language. We also collect service-related, diagnostic, and performance Personal Data, 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 Personal Data 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.
- **Log Personal Data.** We collect Personal Data regarding your use of the Services, such as the features you use and the actions you take.

- **Location Personal Data.** We automatically collect Personal Data about your approximate location based on IP address for security reasons, for example to protect your account by detecting unusual login activity.
- **Cookies & Similar Technologies.** We may use cookies and similar tracking technologies to operate and provide the Service. For example, we use cookies for security purposes and to better understand how the Service is used. We will allow you to manage our use of non-essential cookies where required by law. To learn more about our use of cookies, please see our [Cookies Policy](#).
- **Payment Personal Data.** When you use paid services for prepayment, we collect your payment order and transaction Personal Data to provide Services such as order placement, payment, customer service, and after-sales support.

To avoid any doubt, **Cookies & Similar Technologies** and **Payment Personal Data** are not applicable to DeepSeek App.

Personal Data from Other Sources

We may receive the Personal Data 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 Services using a third-party service such as Apple or Google, or link your account to a third-party service, we may collect Personal Data from the third-party service, such as access token.
- **Security Personal Data.** We receive Personal Data from our trusted partners, such as security partners, to protect against fraud, abuse, and other security threats to our Services.
- **Public Personal Data.** We may obtain publicly available Personal Data via online sources to train our models and provide Services.

The Services are not designed or intended to process sensitive Personal Data (e.g., personal data revealing racial or ethnic origin, religious beliefs, health, sexuality, citizenship, immigration status, genetic or biometric data, personal data of children, precise geolocation or criminal membership). We do not ask for, and you should not provide sensitive Personal Data to the Services, whether about yourself or other individuals.

How We Use Your Personal Data

We use your Personal Data to operate, provide, develop, and improve the Services, including for the following purposes.

- To provide, administer and maintain the Services and to enforce our terms, conditions and policies. Such as creating the accounts, deliver a fast and convenient logging-in experience, enabling you to chat with DeepSeek and provide user support.
- To improve and develop the Services and to train and improve our technology, such as our machine learning models and algorithms. Including by monitoring interactions and usage across your devices, analyzing how people are using it, and training and improving our technology.
- To communicate with you, including to notify you about changes to the Services, provide customer support to you and send you other service-related messages.
- To promote the safety, security, and stability of the Services, such as by preventing and detecting abuse, fraud, and illegal activity on the Services and by conducting troubleshooting, data analysis, testing, and research.
- To 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. This could include providing law enforcement agencies or emergency services with Personal Data in urgent situations to protect health or life.
- **PLEASE NOTE: We do not engage in “profiling” or otherwise engage in automated processing of Personal Data to make decisions that could have legal or similarly significant impact on you or others.**

How We Share Your Personal Data

Service Providers

We engage service providers that help us provide, support, and develop the Services and understand how they are used. We share Personal Data You Provide, Automatically Collected Personal Data, and Personal Data From Other Sources with these service providers as necessary to enable them to provide their services. For example:

- We use communication service providers to send notifications and/or communications to you.
- We integrate third-party APIs to provide search services, and we will share your input to provide these services.

- We use analytics services providers to analyse data.
- We use support and safety monitoring services providers to assist us in ensuring the safety of our Services.

Pursuant to our instructions, these parties will access, process, or store Personal Data only in the course of performing their duties to us.

Our Corporate Group

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

Other Third Parties

We share your Personal Data with the following categories of third parties in other limited scenarios as follows:

Parties to a Corporate Transaction. Your Personal Data 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.

Law Enforcement and Parties with Other Legal Rights. We may access, preserve, and share the Personal Data described in "What Personal Data 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 recognized 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 Personal Data (such as your IP address) to law enforcement agencies 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 Data 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 Personal Data from our Services to a social media service, we will share that Personal Data with those third parties services.

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 and subject to exceptions provided under applicable data protection laws, you may have certain rights with respect to your Personal Data.

To exercise your rights, you or an authorized agent may submit a request by emailing us at privacy@deepseek.com.

After we receive your request, we may verify it by requesting information sufficient to confirm your identity or authority to exercise a right on behalf of someone else.

You may also have the right to appeal requests that we deny by emailing privacy@deepseek.com. If your appeal is unsuccessful and depending on where you live, you may have the right to raise a concern or lodge a complaint with the competent authority.

We will not discriminate against you for exercising any privacy right you may have.

Privacy rights that may be available to you include:

- the right to know whether and how we process your Personal Data;
- the right to access your Personal Data;
- the right to correct inaccuracies in your Personal Data;

- the right to delete Personal Data you've provided to us, or that we've obtained about you;
- the right to receive a portable copy of Personal Data you've provided to us, or that we've obtained about you, to the extent it is available in a digital format, and where technically feasible, in a format that allows you to transfer your Personal Data to another service, and
- the right to opt-out of the processing of your Personal Data for the purposes of targeted advertising, sale or profiling that could have legal or similarly consequential impact on you. NOTE WE DO NOT ENGAGE IN TARGETED ADVERTISING, "SELL" PERSONAL DATA OR USE PERSONAL DATA FOR "PROFILING" OR OTHERWISE ENGAGE IN AUTOMATED PROCESSING OF PERSONAL DATA TO MAKE DECISIONS THAT COULD HAVE LEGAL OR SIMILARLY SIGNIFICANT IMPACT ON YOU OR OTHERS.

Your Choices

You can control and access some of your Personal Data 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 Personal Data in connection with your account.

A note about accuracy: Services like DeepSeek generate responses by reading a user's request and, in response, predicting the words most likely to appear next. In some cases, the words most likely to appear next may not be the most factually accurate.

For this reason, you should not rely on the factual accuracy of Output from our models. If you notice that Output contains factually inaccurate Personal Data about you and you would like to request a correction or removal of the Personal Data, you can submit these requests through privacy@deepseek.com and we will consider your request based on applicable law and the technical capabilities of our models.

The Security of Your Personal Data

The security of your Personal Data is important to us. We maintain commercially reasonable technical, administrative, and physical security measures that are designed to protect your Personal Data 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, emails sent to or from us may not be secure. **Therefore, you should take special care in deciding what Personal Data you send to us via the Services or email. In addition, we are not responsible for circumvention of any privacy settings or security measures contained on the Services, or third-party websites.**

How Long Do We Keep Your Personal Data

We retain Personal Data for as long as necessary to provide our Services and for the other purposes set out in this Privacy Policy. We also retain Personal Data 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 amount, type and sensitivity of Personal Data, the purposes for which we use the Personal Data and any legal requirements, etc. For example, when we process your Personal Data to provide you with the Services, we keep this Personal Data for as long as you have an account. This Personal Data includes your account Personal Data, input and payment Personal Data. If you violate any of our terms, policies or guidelines, we may keep your Personal Data as necessary to process the violation.

When the Personal Data collected is no longer required by us, we and our service providers will perform the necessary procedures for destroying, deleting, erasing, or converting it into an anonymous form as permitted or required under applicable laws.

Where We Store Your Personal Data

The Personal Data we collect from you may be stored on a server located outside of the country where you live. To provide you with our services, we directly collect, process and store your Personal Data in People's Republic of China-

Where required, we will use appropriate safeguards for transferring Personal Data outside of certain countries, 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.

Personal Data relating to Children

Our Services are not aimed at children, and we do not knowingly process Personal Data from children. If we notice or receive feedback that we have collected any of their Personal Data from a child, we will investigate, and where appropriate, delete the Personal Data to the extent permitted by applicable law. If you believe that we processed Personal Data about or collected from a child, please contact us at privacy@deepseek.com.

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 privacy@deepseek.com or click "Contact us" column on the website.

Supplemental Clause - Jurisdiction-Specific

European Economic Area ("EEA"), Switzerland, and UK

If you are using the Services in the EEA, Switzerland or the UK (the "European Region"), the following additional terms apply:

Legal bases for processing.

We use your Personal Data only as permitted by law. Our legal bases for processing your Personal Data described in this Privacy Policy are described in the table below.

Please be aware that we collect your Personal Data for the purposes set out in the table above. You may choose not to provide some of the Personal Data fields, but this may affect the Services you are able to use from us.

Purpose of processing	Personal Data categories	Legal bases
To provide, administer and maintain the Services and to enforce our terms, conditions and policies. Such as creating the accounts, deliver a fast and convenient logging-in experience, enabling you to chat with DeepSeek and provide user support.	Account Personal Data User Input Personal Data When You Contact Us Device and Network Personal Data Log Personal Data Location Personal Data Cookies	Performance of a contract with you when we provide and maintain our services. To take steps that you request prior to signing up for an account to use the Platform. Your consent when we ask for it to process your Personal Data for a specific purpose to help you create accounts. Legitimate interests. If you are 14 or older but under the age of 18, with a limited ability to enter into an enforceable contract only, where we may be unable to process your Personal Data on the grounds of contractual necessity, we rely on legitimate interests and use the Personal Data we collect to allow you to access and use the Platform.

<p>To improve and develop the Services and to train and improve our technology, such as our machine learning models and algorithms. Including by monitoring interactions and usage across your devices, analyzing how people are using it, and training and improving our technology.</p>	<p>Account Personal Data User Input Personal Data When You Contact Us Device and Network Personal Data Log Personal Data Location Personal Data Cookies</p>	<p>Our legitimate interests to identify and resolve issues with the Platform and to improve the Platform; and to conduct research and protect Personal Data through aggregation or anonymization, consistent with data minimization and privacy by design principles.</p> <p>Your consent when we ask for it to process your Personal Data for a specific purpose to provide services.</p>
<p>To 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. This could include providing law enforcement agencies or emergency services with Personal Data in urgent situations to protect health or life.</p>	<p>Account Personal Data User Input Personal Data When You Contact Us Device and Network Personal Data Log Personal Data Location Personal Data Cookies</p>	<p>Compliance with our legal obligations. This includes situations where we have obligations to take measures to ensure the safety of our users or comply with a valid legal request such as an order from law enforcement agencies or courts; and where we have obligations to comply with applicable law or when we protect our or our affiliates', users', or third parties' rights, safety, and property.</p> <p>Our legitimate interests to protect our business, employees and users from illegal activities, inappropriate behavior or violations of terms that would be detrimental, and to disclose and share Personal Data with regulators or other government entities.</p>
<p>To communicate with you, including to notify you about changes to the Platform, provide customer support to you and send you other service-related messages.</p>	<p>Account Personal Data Personal Data When You Contact Us Location Personal Data</p>	<p>Performance of a contract with you when we provide and maintain our services.</p> <p>Your consent when we ask for it to process your Personal Data for a specific purpose to communicate with you.</p>
<p>To promote the safety, security, and stability of the Platform, such as by preventing and detecting abuse, fraud, and illegal activity on the Platform and by conducting troubleshooting, data analysis, testing, and research.</p>	<p>Account Personal Data User Input Personal Data When You Contact Us Device and Network Personal Data Log Personal Data Location Personal Data Cookies</p>	<p>Compliance with our legal obligations when we use your Personal Data to comply with applicable law or when we protect our or our affiliates', users', or third parties' rights, safety, and property.</p> <p>Our legitimate interests to ensure that the Platform is safe and secure.</p>

Please be aware that our servers are located in the People's Republic of China. When you access our services, your Personal Data may be processed and stored in our servers in the People's Republic of China. This may be a direct provision of your Personal Data to us or a transfer that we or a third-party make.

Your rights

You have the following rights:

- The right to request free of charge (i) confirmation of whether we process your Personal Data and (ii) access to a copy of the Personal Data retained;
- The right to request proper rectification or erasure of your Personal Data or restriction of the processing of your Personal Data;
- Where processing of your Personal Data is either based on your consent or necessary for the performance of a contract with you and processing is carried out by automated means, the right to receive the Personal Data concerning you in a structured, commonly used and machine-readable format or to have your Personal Data transmitted directly to another company, where technically feasible (data portability);
- Where the processing of your Personal Data is based on your consent, the right to withdraw your consent at any time (withdrawal will not impact the lawfulness of data processing activities that have taken place before such withdrawal);
- The right not to be subject to any automatic individual decisions, including profiling, which produces legal effects on you or similarly significantly affects you unless we have your consent, this is authorised by European Union or Member State law or this is necessary for the performance of a contract;
- The right to object to processing if we are processing your Personal Data on the basis of our legitimate interest unless we can demonstrate compelling legitimate grounds which may override your right. If you object to such processing, we ask you to state the grounds of your objection in order for us to examine the processing of your Personal Data and to balance our legitimate interest in processing and your objection to this processing;
- You have the right to request the restriction of the processing of your Personal Data where (a) you are challenging the accuracy of the Personal Data, (b) the Personal Data has been unlawfully processed, but you are opposing the deletion of that Personal Data, (c) where you need the Personal Data to be retained for the pursuit or defense of a legal claim, or (d) you have objected to the processing and you are awaiting the outcome of that objection request.
- The right to object to processing your Personal Data for direct marketing purposes; and
- The right to lodge complaints before your local data protection authority.

Before we can respond to a request to exercise one or more of the rights listed above, you may be required to verify your identity or your account details.

Please send an email to us if you would like to exercise any of your rights at privacy@deepseek.com.

We value your privacy and your rights as a data subject and have therefore appointed Prighter Group with its local partners as our privacy representative and your point of contact for the following regions:

-European Union (EU)

-United Kingdom (UK)

If you wish to lodge a data subject request, you may also exercise your rights by contacting us at rep_deepseek@prighter.com, with "Data Subject Request" in the subject line, setting out the details of your rights request. To verify the appointment of Prighter as our representative and for further contact details please visit <https://app.prighter.com/portal/deepseek>.





**UK GDPR
REPRESENTATIVE**



CERTIFIED 2025-10-05

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