Tellers - Privacy Policy

Last updated: 14 September 2026

1. Who handles your data

TELLERS.AI, a French SAS registered with the Lyon Trade and Companies Register under number 932 553 266, with its registered office at 12 Rue de la Part-Dieu, 69003 Lyon, France ("Tellers", "we"), provides the Tellers website, applications, APIs and integrations. For privacy questions or requests, contact support@tellers.ai or write to our registered office.

Tellers acts as controller for account administration, billing, website operation, support and processing whose purposes we determine. When we process personal data in a Customer's media, chats or projects on that Customer's behalf, we act as processor under the applicable data processing agreement ("DPA"). The Customer determines the lawful purposes and instructions for that processing. Contact that Customer about data it controls; we will assist or forward requests as appropriate.

This policy explains personal-data processing. Our Terms of Use and Terms of Sale separately govern service use and purchases. Reading or accepting this policy is not consent to every processing activity.

2. Information we process

Depending on the features you use, we process:

- **Account and organisation information:** names, email addresses, login identifiers, organisation membership, permissions, selected plans and settings.
- **Customer Content:** uploaded media, prompts, chats, feedback, projects, generated outputs and associated metadata. Media may contain faces, voices and other information about people appearing in it. Selected features may produce transcripts, captions or descriptions.
- **Service and device information:** IP addresses, browser and device details, page visits, interactions, technical logs, errors and usage or Token consumption. Technical information can be personal data; we do not assume it is anonymous.
- **Billing and support information:** billing contacts, transaction and invoice records, subscription history, messages and information supplied when requesting help.
- **Published assistant information:** the profile details, description, prompt and other materials you choose to publish, together with assistant usage and reward records. If a cash creator programme is introduced, identity, tax and payment information may be required for verification and payments under its updated terms.

We receive information directly from you, from your organisation or invited collaborators, through use of the Services, and from providers or connected services you authorise. Required account, payment or processing information is needed to provide the relevant feature; optional content and integrations are your choice. Only provide other people's data where you have a lawful basis and any required permissions, including additional safeguards for sensitive personal data.

3. Purposes and legal bases

When acting as controller, we use personal data for the following purposes:

- **Providing accounts, subscriptions and requested features:** to perform our contract with you, or our legitimate interest in providing and administering a service purchased by your organisation when you are its User.
- **Answering enquiries and support requests:** to take requested steps before a contract, perform that contract, or pursue our legitimate interest in helping business contacts and Users.
- **Security, abuse prevention and enforcing our terms:** our legitimate interests in protecting people, content and the Services, and legal obligations where applicable. This includes investigating unlawful uploads or generation and reviewing account restrictions.
- **Billing, accounting and legal compliance:** performance of the relevant contract and applicable legal obligations. Keeping records needed to establish or defend legal claims relies on our legitimate interests in protecting our rights.
- **Understanding and improving the Services:** our legitimate interests in measuring performance and improving functionality, subject to the consent rules for tracking technologies described below. Section 5 separately governs anonymisation and model training.
- **Publishing an assistant or administering creator rewards you request:** performance of the applicable agreement, legitimate interests in operating the programme for authorised organisation Users, and any applicable verification, tax or payment obligations.

Where processing requires consent, we must obtain it separately and you may withdraw it. Where we rely on legitimate interests, we must assess the impact on individuals and you may object as described in section 9. Customer Content processed on behalf of a Customer remains subject to its lawful instructions and DPA; these controller purposes do not override them.

4. Private content, sharing and third parties

Uploaded media, projects and chats are private by default. We do not publish or sell them, or use them in advertising or demonstrations, without your permission. Authorised personnel and service providers may access them where necessary to provide, secure and support the Services, under appropriate confidentiality obligations.

Tellers connects to third parties and may forward media and other content to cloud hosting services or AI model providers for storage, analysis, inference or generation. Other recipients may include payment, authentication, support and analytics providers. The website currently integrates Vercel for hosting and analytics, PostHog for website analytics, and Crisp for support chat. Model providers and other application services depend on the features and integrations used. Contact us for information about the providers relevant to your processing; applicable DPAs govern subprocessor information and change notifications.

You can deactivate model providers in an agent’s configuration according to your needs. For custom integrations, Tellers can also deactivate specified models at User account level on request. Deactivation applies to future processing in that configuration, may limit features, and does not undo previous processing or disable essential hosting infrastructure. Forwarding content for a requested feature does not authorise model training beyond section 5.

If you share content or connect another service, the recipients can access what you make available. Organisation administrators have the access permitted by the product's settings. A third party you independently connect may also process data under its own policy. Check permissions and those policies before sharing. Revoking access cannot retrieve copies recipients have already obtained.

We may disclose information to authorities where legally required, and to professional advisers where necessary under confidentiality obligations. We may transfer relevant information as part of a lawful business reorganisation or sale, subject to continued data-protection safeguards and any required notice.

5. AI training and anonymised chats

We do not use uploaded media to train, retrain or fine-tune AI models. This includes videos, footage, images, audio and media attached to chats. Customer-specific training using those materials requires a separate, prior written agreement identifying the content and permitted use.

Tellers may use anonymised text prompts, text replies and interaction feedback to improve and train its models. This excludes media files and media-derived transcripts, captions, descriptions or extracts. Before training, identifying information must be removed so a person or Customer cannot reasonably be identified; confidential material that cannot be safely anonymised is excluded. Replacing a name with an account identifier is not sufficient. These terms do not authorise independent training on Customer Content by providers.

Processing personal data to produce anonymised training data itself requires a lawful basis. Where permitted by the applicable DPA and law, we rely on our legitimate interest in improving the Services, subject to a documented assessment of necessity, reasonable expectations and effects on individuals. If that basis is not available, the data must not be used without another valid basis, including consent where required. Anonymisation does not excuse unlawful collection or processing.

Customers may request an organisation-wide contractual exclusion from chat training for an agreed fee, scope and activation date. Once active, covered chat data will not be added to new training datasets or used in subsequent training runs. The option does not promise to reverse completed training or locate data already irreversibly anonymised. **It does not charge for, or replace, statutory rights** to object, withdraw consent or request erasure. Existing restrictions in a signed agreement or DPA remain effective.

6. Published custom assistants

Publishing an assistant makes the materials you submit for publication available for discovery and use through Tellers, under section 4.1 of the Terms of Use. It does not by itself publish your private media or chats. Do not include information you lack permission to publish in an assistant's description, prompt or other public materials.

Removal of a published assistant on request is not guaranteed, including after account closure. On a reasonable request, we may edit its description and prompt to remove information identifying you. Mandatory erasure, intellectual-property and removal rights still apply; editing identifying details does not replace a legally required remedy. Contact support@tellers.ai with requests.

7. Cookies, analytics and support chat

The website uses analytics and support tools, including PostHog, Vercel Analytics and Crisp. Depending on the tool and its configuration, these may process device and interaction information and use cookies, local

storage or similar technologies to measure website use, maintain a support conversation or remember settings. We do not describe all analytics information as anonymous or all tracking technologies as strictly necessary.

Technologies strictly necessary to provide a service you request may be used without cookie consent where the law permits. Other storage or access to information on your device requires prior consent unless a legal exemption applies. Agreeing to these terms or continuing to browse is not a substitute for that consent.

You can inspect, block or clear cookies and site storage through your browser settings; doing so may affect login, preferences or support chat. Browser settings do not replace any consent choices we are legally required to provide. You may also contact us about tracking, analytics or privacy choices.

8. Retention, deletion, security and transfers

We retain personal data only for the relevant purpose or applicable legal requirements. In particular:

- **Accounts and billing:** while needed to administer the relationship, followed by restricted retention of records required for accounting, tax or legal claims for the applicable statutory periods.
- **Media, chats and projects:** while needed to provide the requested Services within the applicable plan, instructions and DPA, followed by the retrieval and deletion process in section 10 of the Terms of Use. Account closure normally includes at least 30 days to retrieve remaining content unless earlier deletion is requested or required by law; applicable switching rights may provide a further retrieval period.
- **Support and security records:** for resolving the request or incident and any necessary follow-up, prevention or legal-claim period. Retention depends on the issue's nature, sensitivity and applicable limitation periods; it is not automatically indefinite.
- **Published assistant materials:** for as long as they remain published under the Terms of Use, subject to statutory rights. Reward and verification records are retained only as needed to administer the programme and meet applicable financial or legal obligations.

Deleting content does not promise immediate erasure of every operational or backup copy. Residual copies are removed through the applicable deletion and backup cycles and must not be kept beyond what is necessary for security, recovery or legal obligations. Applicable DPAs may specify stricter periods. We can provide information about the retention arrangements relevant to your account on request. Irreversibly anonymised information is no longer personal data.

Tellers is not a backup or archival provider. Keep independent copies of important files. We do not guarantee indefinite storage or recovery of deleted or lost files. This does not remove our security duties or specific contractual commitments. We apply technical and organisational safeguards appropriate to the risks; absolute security cannot be guaranteed. Personal-data breaches are handled and notified as required by law and the applicable DPA.

Providers may process information outside the European Economic Area, depending on the feature and provider selected. Where GDPR transfer rules apply, transfers require an applicable adequacy decision or appropriate safeguards, such as European Commission standard contractual clauses and supplementary measures where necessary. You may request information about relevant destinations and a copy or description of the applicable safeguards. Model deactivation does not by itself guarantee that all other processing takes place in a particular country.

9. Your rights and contact

Depending on the circumstances, you may request access, correction, erasure, restriction or portability of personal data, and object to processing based on legitimate interests. You may withdraw consent at any time without affecting the lawfulness of processing already carried out. You may also object to direct marketing and, where French law applies, provide instructions about your data after death.

Send requests to support@tellers.ai. We may ask for proportionate information to verify identity. We normally respond within one month; if a lawful extension is needed, we explain why within that month. Requests are generally free, subject only to the exceptions permitted by law. If we process the data for your organisation, we will assist its handling of the request as appropriate.

You may request review of an account restriction and exercise any rights applicable to a decision based solely on automated processing that has legal or similarly significant effects. Our terms do not remove legally required explanation, human intervention or challenge rights.

You can complain to the French data protection authority, CNIL, or the competent supervisory authority where you live or work. You do not have to contact us before exercising that right.

10. Policy updates

We will update this policy when our processing changes and identify the version date above. Material changes will be brought to your attention as required by law, before new processing where required. A policy update does not retroactively authorise new uses of existing content or override a DPA. We obtain separate consent whenever it is legally required.