[[STATISCH_BLOK_1]]
Policy

What does Claritalk (not) do with your data?

Claritalk converts business conversations into text and analyzes them for coaching and analysis purposes. This delivers insights that help companies improve their processes and communication. But what exactly happens to your business data? We explain it clearly below.

1. Your data stays within the boundaries of your company

Claritalk offers the option to work with your **own data pool**. This means that customer and business data never leaves the boundaries of your organization.

Your data is not used for training large language models by external parties. For secure storage, Microsoft Azure is typically used.

2. Smart selection of models for specific tasks

Claritalk always selects the best possible language model for a specific task, in a task-oriented and domain-specific manner. For example:

- An agent for sales conversations works differently than an agent for project conversations.
- The algorithms are refined for each task to deliver optimal performance.

In addition to this **multi-LLM framework**, Claritalk uses a **multi-agent framework**, where different specialized agents work together to efficiently solve complex problems. Each agent has specific knowledge and works independently on its part of the task, while together they arrive at one result.

3. Techniques to optimally utilize your business data

Within a company silo, Claritalk uses advanced techniques to continuously improve the analysis of conversations.

Fine-tuning of language models

By adapting models to specific business needs, they behave more in line with the desired task.

Retrieval-Augmented Generation (RAG)

Claritalk retrieves additional facts from previous conversations within the same knowledge domain. This makes the analysis context-aware and richer in insights.

Reinforcement Learning

Through reinforcement learning, the agents continuously learn from each other, leading to better behavior and better answers.

4. Continuous improvement within a secure silo

As the amount of data within the company silo increases, the quality and accuracy of analyses continuously improve. This happens **without adding knowledge from outside**. The company maintains complete control over its own data.

For internal procedures, Claritalk complies with **CIS Benchmarks** and follows the ISMS manual according to **ISO 27001:2022** (certification in preparation), ensuring strict information security measures.

What Claritalk does not do

Claritalk respects the privacy and confidentiality of your data. The platform guarantees:

What does not happen	What that concretely means
No use of your data for training purposes	Your business data is never used to train generic AI models
No sharing of data with third parties	Data is not shared with external parties
No storage outside the approved environment	All data remains within the secure boundaries of the infrastructure, typically Microsoft Azure
No unauthorized access	Strong security measures strictly limit access to authorized users only

And how long does that data remain?

You decide that yourself, per category, with retention periods ranging from one to twenty-four months. The details are in How long does Claritalk keep your data?. If you want one conversation removed immediately, that is also possible: see Deleting a conversation.

More questions?

Privacy, data quality, and respect for intellectual property are daily topics for us. Ask your question at support@claritalk.com — in most cases we can answer you immediately, even when your IT or compliance manager is looking on.

See also: How long does Claritalk keep your data? What does “hallucination detected” mean?

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