

AI and your data

Search and AI

This page explains, in plain terms, which AI services HelpCenter.io uses, what its AI features send to them, and what is stored afterwards.

The AI services we use

- **AI Answers and AI writing help** use Anthropic's Claude models, run through Amazon Bedrock in the EU.
- **Search by meaning** uses Amazon Titan embeddings, also through Amazon Bedrock.
- **AI translation** and **AI replies in helpdesk integrations** run on large language models from our AI providers. Contact support if you need the current list.

What AI Answers sends

When a reader asks a question, HelpCenter.io sends the AI model:

- the reader's question, and in the widget, the earlier messages of the same conversation so it can understand follow-up questions;
- passages from published articles that this reader is allowed to read, in their language.

It never sends drafts, unpublished edits, private articles the reader can't see, reader comments, team notes or AI drafts you haven't kept. Team notes and pending AI drafts are removed from an article's text before it is used. See [How AI Answers work](#).

What search by meaning sends

On plans that include AI, the public text of your published articles is turned into embeddings, which let search match meaning. This also happens while AI Answers is off, for articles you publish or update.

With AI Answers on, readers' searches are turned into embeddings too, so they can be matched against your articles.

The widget sends the visible text of the page it's on to HelpCenter.io each time it loads, on every plan, so it can suggest related articles under **Can this help?**. On plans that include AI, once your articles are prepared for search by meaning, that text is turned into an embedding to find those articles, whether AI Answers is on or off. On other plans it isn't used. To stop the widget sending page text, give it a category or a starting article in its snippet. See [Open the widget from your own UI](#) on the developer portal.

What AI writing help sends

AI writing help runs only when someone on your team clicks an AI action. It sends what that action needs: the text you selected, or the article's title and text, and for alt text, the images being described. AI translation sends the article being translated.

What is stored

- **AI Answers:** each question and answer is saved in a log, together with the reader's IP address and language, where it was asked (search or widget), the articles used as sources and the reader's rating, if any. HelpCenter.io uses this log for your Statistics and to keep AI Answers working well. The widget also keeps each visitor's recent conversations, so they can pick up where they left off.
- **AI writing help:** HelpCenter.io records who used which feature and how much, to apply your help center's AI allowance.

Training

HelpCenter.io doesn't use your content to train AI models. Your public pages also tell crawlers that training AI models on them is not permitted. See [How search engines and AI crawlers read your help center](#).

Stay in control

- AI Answers is off until you switch it on, in **Settings** → **AI features**. Switching it off stops Ask AI in your help center and the widget, and search by meaning. It doesn't stop the widget's suggestions for the page it's on, described above.
- AI writing help never publishes anything on its own. What it writes stays in the editor, or in drafts, until you publish it.
- AI agents you connect reach only the help centers and permissions you approve, and you can disconnect them at any time. See [Connect Claude, ChatGPT and other AI agents](#).

For how we protect your account and content in general, see [Security and privacy at HelpCenter.io](#).

Related articles

- [How AI Answers work](#)
- [Security and privacy at HelpCenter.io](#)