AI data protection

As the leading software provider for qualitative and mixed methods data analysis, it is our mission to develop AI-powered tools responsibly. To safeguard your data, we've developed our AI tools according to the highest data protection standards. Created for researchers by researchers, our AI tools—MAXQDA AI Assist and MAXQDA Transcription—tap into AI's unprecedented processing power while keeping your data safe.

Local AI: This page describes data protection for the cloud-based MAXQDA AI Assist. If you have a MAXQDA AI Premium licence, you can instead connect MAXQDA to a language model on your own computer or server, keeping your data on your own infrastructure. See Self-Hosted AI Assist for setup details.

Key Protection Measures

- AI-powered tools are optional features and never enabled by default.
- AI-generated results are clearly labelled.
- All our AI tools are GDPR compliant.
- Only the minimum necessary data is transferred to the AI models.
- Your data is never used for AI training purposes.
- Your data is never permanently retained by our AI service providers.
- Our team of social scientists and AI specialists continuously test and audit our AI tools.

How it works

To understand the specific protection measures in place, it is important to know how your data is processed.



1. When you start an AI feature, only the minimum necessary data is sent to our AWS cloud server.
2. The AWS cloud server transfers the minimum necessary data to our AI service provider.
3. The AI service provider returns the output and deletes your data after processing without using it for any other purposes.
4. AI results are returned to the user.

Note: For MAXQDA Transcription, the original audio and video files are deleted after processing and transcripts are auto-deleted seven days after manual download or import into MAXQDA.

Throughout transit, your data is protected with SSL/TLS 1.2 encryption. Every server that temporarily holds

your data is located in the EU, specifically:

- MAXQDA Transcription: Cloud server in Frankfurt, AI-model server in the Netherlands
- MAXQDA AI Assist: Cloud server in Frankfurt, AI-model server in the EU

For further details on our third party AI providers, please visit our third party provider page.

AI and Research Methods

If you have questions about AI and research methods, please see our FAQs.

Visit FAQ

Data Protection and Security

Do you have more questions about AI and data protection? See our FAQs.

Visit FAQ