Privacy Policy

LAST UPDATED: 5 OCTOBER 2026

Heyra ApS operates this website. This policy explains what personal data the site collects, why we collect it, who processes it on our behalf and what rights you have.

It covers heyra.io only. Systems we build and operate for clients are governed by our agreement with that client. In those engagements the client decides how personal data is used, and this policy does not apply to them.

Who is responsible

Heyra ApS is the data controller for the processing described below.

Heyra ApS
Rosenborggade 17, 2.
1130 Copenhagen K, Denmark
CVR 45232689
david@heyra.io

We have not appointed a data protection officer, because we are not required to. Privacy questions go to the address above and are handled by a named person internally.

What we collect

Information you give us

Enquiries. The contact form asks for your name, work email, organisation, what you are interested in and your message. Submissions are sent to our customer relationship system, where they become a record of the conversation. You can email hello@heyra.io instead if you prefer not to use the form.

Calls to our phone line. Calls to +45 52 51 89 80 are answered by Tala, our AI voice agent, which runs on ElevenLabs. Tala tells you at the start of the call that it is a voice agent, and where our website lists the number it states that the call is recorded. Tala asks for what it needs to pass your enquiry on, usually your name, organisation, email address and what you need. We receive your telephone number, a recording of the call and a written transcript of it. If you would rather not speak to a voice agent, you can email hello@heyra.io instead.

We use the recording and the transcript to follow up on what you asked for, and we review them to find where Tala answered badly, misunderstood a caller or failed to pass something on, so that we can adjust it. You can object to that review at any time by writing to david@heyra.io, and we will leave your call out of it. Tala does not decide anything about you: it records what you need and passes it to a person, who decides how to respond. It does not ask for payment details, identification numbers or other sensitive information, and you should not give them.

Event registrations. Requesting a seat at an event asks for your name, email, role and some context about your organisation, so we can confirm the seat and keep the room relevant.

Press enquiries. The press form asks for your name, outlet, email and what you are working on.

Job applications. Applications are handled in Workable, our applicant tracking system, not on this website. Applying takes you to apply.workable.com. What you submit there, including your CV and anything you write in the application, is processed by us as controller with Workable acting on our instructions. Workable's own notice describes their role.

We do not ask for special category data at any point, and we ask that you do not include it in an enquiry or an application.

Information collected automatically

Delivery and security logs. The site is served by Microsoft Azure Static Web Apps. Their infrastructure logs request data, including your IP address, the pages requested, the time of the request and your user agent, so that pages can be delivered and abuse can be identified. We do not use these logs to build profiles.

Statistics. With your consent we use Google Analytics 4 to understand how the site is used: which pages are read, how visitors arrive and roughly where in the world they are.

Company identification. With your consent we use Albacross, a business visitor identification service, to work out which companies are reading the site. Albacross matches the IP address of a visit against its own database of companies. The result we see is the

company, not you by name. The disclosure Albacross requires us to publish is set out further down this page.

We do not run advertising on this site, and we do not sell personal data.

Cookies and similar technologies

Cookies are small files stored by your browser. We use them for two purposes: to remember your cookie choice, and, if you consent, to measure and identify traffic.

Nothing in the statistics or company identification categories is set before you consent. You can change or withdraw your choice at any time using the cookie settings link in the footer of this site, and you can delete existing cookies in your browser settings.

COOKIE	SET BY	CATEGORY	PURPOSE	EXPIRES
heyra_consent	heyra.io	Strictly necessary	Stores your cookie choice so we do not ask again	12 months
_ga	Google	Statistics	Distinguishes visitors	2 years
_ga_CZ2XJKDCMQ	Google	Statistics	Maintains session state for Google Analytics	2 years
nQ_cookieId	Albacross	Company identification	Identifies a visitor to Albacross	1 year
nQ_visitId	Albacross	Company identification	Identifies a visit to Albacross	1 year

Strictly necessary cookies do not require consent. Everything else on this site does.

Why we process your data, and on what basis

WHAT WE DO	LEGAL BASIS
Reply to an enquiry and follow up on it	Our legitimate interest in responding to business enquiries and, where a contract is being discussed, the steps taken before entering into it, Article 6(1)(f) and 6(1)(b)
Follow up on a call to our phone line	Our legitimate interest in responding to business enquiries and, where a contract is being discussed, the steps taken before entering into it, Article 6(1)(f) and 6(1)(b)
Review calls to improve how Tala answers	Our legitimate interest in running a phone line that answers callers correctly, Article 6(1)(f)
Confirm and run event registrations	Performance of the arrangement you asked for, Article 6(1)(b), and your consent where you ticked a box to receive event updates, Article 6(1)(a)
Assess job applications	Steps taken before an employment contract, Article 6(1)(b), and our legitimate interest in filling roles, Article 6(1)(f)
Serve the site and keep it secure	Our legitimate interest in operating a functioning, secure website, Article 6(1)(f)
Measure how the site is used	Your consent, Article 6(1)(a)
Identify visiting companies	Your consent, Article 6(1)(a)

Consent is also the basis on which cookies are stored on your device, as required by the Danish executive order on cookies. Where we rely on legitimate interests, we have weighed our interest against your rights and are happy to explain the assessment on request.

Who else processes your data

We use a small number of suppliers, each under a data processing agreement that limits them to processing on our instructions.

- **Microsoft**, hosting and delivery of the website through Azure Static Web Apps.
- **Zero Technologies Oy**, PL 1188, 00101 Helsinki, Finland, our customer relationship system, which receives and stores enquiry and event form submissions. The platform and its database are hosted in Belgium. Zero acts as our processor under the data processing agreement published at zero.inc/policies/data-processing-agreement, and engages its own sub-processors, some of them outside the EEA, listed in the same document.

- **Google Ireland Limited**, website statistics through Google Analytics 4, and email and document storage through Google Workspace, because enquiries reach us as email and are worked on internally.
- **Albacross Nordic AB**, company identification.
- **ElevenLabs**, the voice platform Tala runs on: speech recognition, Tala's voice, and the recording and transcript of each call to our phone line. ElevenLabs engages Anthropic as its sub-processor for the language model Tala uses to understand and answer callers.
- **Twilio**, the phone number and call routing for our phone line.
- **Workable**, applicant tracking for job applications.

We also disclose data where the law requires it, and to professional advisers where we need advice on a matter that involves your data.

[Where we use the AI features of our customer relationship system, the content of an enquiry may be analysed by AI providers acting as sub-processors to Zero, currently OpenAI, Anthropic, Google and Cerebras, under standard contractual clauses. That analysis produces insights for Heyra only. The providers are contractually prohibited from using the content to train general models.]

Information about Albacross' processing of your personal data

We inform you regarding the processing of personal data on behalf of Albacross Nordic AB ("Albacross").

Information collected from cookies set in your device that qualify as personal data will be processed by Albacross, a platform offering visitor identification and ad targeting services with offices in Stockholm and Krakow. Contact details are below.

The purpose of the processing is to enable Albacross to improve a service rendered to us and our website, for example their intent data service, by adding data to their database about companies. That database is also used for advertising targeted at companies, and for that purpose data is transferred to third party data service providers. For clarity, the targeting concerns companies, not individuals.

The data collected and used by Albacross for this purpose is the IP address from which you visited our website and technical information that allows Albacross to tell apart different visitors from the same IP address. Albacross stores the domain from form input in order to correlate the IP address with your employer.

For full information about their processing, see Albacross' privacy policy at albacross.com.

Albacross Nordic AB, company registration number 556942-7338, Malmskillnadsgatan 44a, 111 57 Stockholm, Sweden. contact@albacross.com

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Transfers outside the EU and EEA

Our suppliers are based in the EU, the EEA or the United Kingdom, but some of them use infrastructure or sub-processors in the United States.

Where personal data reaches the United States, the transfer relies on the European Commission's adequacy decision for the EU-US Data Privacy Framework when the recipient is certified under it, and on the Commission's standard contractual clauses with supplementary measures where it is not.

Enquiry data is stored in the EU. Our customer relationship system is hosted in Belgium, but Zero uses sub-processors in the United States for parts of the service, including transactional email, media handling and, where enabled, AI analysis. Those transfers are made under standard contractual clauses. Zero is required to give us 30 days' notice before adding or replacing a sub-processor, and we can object.

Calls to our phone line are handled by ElevenLabs, including its sub-processor Anthropic, and by Twilio, which may process call data in the United States, under the mechanisms described above.

Albacross transfers data from its database to third party data service providers, some of which may be outside the EEA, under the safeguards described in their privacy policy.

You can ask us for a copy of the transfer mechanism that applies to a specific supplier.

How long we keep it

DATA	RETENTION
Enquiries and the correspondence that follows	For as long as the conversation is live, then 24 months after the last contact
Call recordings and transcripts from our phone line	90 days from the call. Where a call leads to an enquiry we follow up on, the enquiry is kept as above
Event registrations	Until the event has taken place, then 6 months
Job applications	6 months after the process closes, unless you agree to us keeping them longer
Delivery and security logs	As retained by our hosting provider, currently 90 days
Google Analytics data	14 months from collection
Albacross cookie data	Cookies expire after one year. Albacross states that it stores personal data from cookies for 24 months

Deleting a record in our customer relationship system removes it from the live system. Backups held by that provider are kept for 14 days and then deleted.

Where we have a legal obligation to keep something longer, for example under accounting rules, we keep that record for as long as the obligation lasts and no longer.

Your rights

Under the GDPR you have the right to:

- ask what personal data we hold about you and receive a copy
- have inaccurate data corrected
- have data deleted, where we have no continuing basis to keep it
- object to processing based on our legitimate interests
- ask us to restrict processing while a dispute is resolved
- receive data you gave us in a portable format
- withdraw consent at any time, which stops future statistics and company identification but does not undo processing that already took place

Write to david@heyra.io to exercise any of these. We answer within one month. There is no charge unless a request is excessive, and we will say so before doing anything.

If you are not satisfied with how we handle your data, you can complain to the Danish Data Protection Agency, Datatilsynet, Carl Jacobsens Vej 35, 2500 Valby, dt@datatilsynet.dk. Complaints about cookies specifically go to the Danish Business Authority, Erhvervsstyrelsen.

Security

The site is static, served over HTTPS with a strict transport security policy, and it holds no database of its own. Form submissions are transmitted over TLS to our customer relationship system. Access to enquiry and application data is limited to the people at Heyra who need it. We review the site’s dependencies and the third party scripts it loads as part of ordinary maintenance.

Children

This site is aimed at people acting in a professional capacity. It is not directed at children, and we do not knowingly collect data about them.

Changes

We update this policy when the site changes what it collects or which suppliers it uses. The date at the top shows the current version. Material changes are described briefly here rather than announced separately.

Contact

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