Data Retention Policy

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In short

- We keep data only as long as it is needed. Every period below is read from SEOmise's own settings when you open this page, so it always matches what the system does.
- Your workspace data stays while your workspace exists. Some kinds are deleted sooner, every night, by their own rule.
- Google data is kept for a short time and refreshed from Google; when you disconnect Google, its copies are deleted at once.
- After you close your account it can be brought back for 14 days, and it is erased after 30 days.
- Deleted data leaves our backups as they are replaced, within about 6 months.

1. How this policy works

Each kind of data has a period. A job runs every night and deletes, or reduces to an anonymous count, whatever is past its period. Staff with the compliance permission can shorten some periods (and lengthen a few, within limits the law and our providers allow); this page always shows the period in force.

Before something you can see in SEOmise is deleted automatically, the app shows a bar at the top of every page that counts down to it (by default 14 days before, 7 days before and on the day), with the list of what goes, a way to export it first and, where the rules allow, a way to keep it a little longer. The help article "What gets deleted and when" explains it for every kind of data.

"Deleted" means removed from our live systems. "Anonymised" means only counts or figures remain, with nothing that identifies a person or a business.

2. Your account and workspace

Data	How long	What happens at the end
Your account (name, e-mail, phone, sign-in settings)	While your account exists	Erased when you erase your account (after a cooling-off period of 14 days) or when the workspace is erased
Workspace and project data (sites, keywords, settings, approved changes, reports)	While the workspace exists	Deleted with the project or the workspace
Scan history	By plan, below	Older scans deleted daily; the Day 0 baseline and the latest scan of each site are kept while the project exists

Data	How long	What happens at the end
Search Console, Analytics and Google Ads figures	While the project exists	Deleted with the project or the workspace
Signed-in sessions	120 minutes without activity	Ended
Remembered device for two-step sign-in	30 days	Forgotten
Sign-in log	90 days	Deleted
Firewall events	90 days	Deleted
Audit log	For the life of the workspace	Never edited; kept as evidence (IP addresses are keyed hashes)
Your personal data export files	7 days	Deleted
Closed data subject requests	3 years	Deleted
Closed support tickets (messages, attachments, ratings and the ticket's history)	3 years after the ticket was closed	Deleted, with the attached files; open tickets are never removed
Invoices and payment records	As long as tax and company law requires	Deleted after that period
Link payment ledger	7 years	Deleted

Scan history per plan:

- Free: 30 days
- Personal: 1 year
- Business: 2 years
- Agency: 3 years
- Workspaces without a plan keep scan history for 10 years

3. Google Business Profile data

Copies of what we read from Google Business Profile are short-lived and refreshed from Google while you stay connected. A copy past its period is hidden at once and deleted the same night. Disconnecting Google, or detaching a location, deletes its copies straight away. What you wrote in SEOmise (replies, posts, photos you uploaded, approvals) is your own record and stays.

Google Business Profile data	Kept for	How the age is counted
Business information	30 days	counted from when SEOmise last fetched it from Google
Profile snapshots	30 days	counted from when SEOmise last fetched it from Google

Google Business Profile data	Kept for	How the age is counted
Reviews	30 days	counted from when SEOmise last fetched it from Google
Questions and answers	30 days	counted from when SEOmise last fetched it from Google
Posts	30 days	counted from when SEOmise last fetched it from Google
Photo and video details	30 days	counted from when SEOmise last fetched it from Google
Daily performance figures	540 days	counted from the day or month the figure describes
Monthly search keywords	540 days	counted from the day or month the figure describes

4. The Data Vault

The Data Vault is our encrypted record of outside calls, answers, AskMise conversations, crawls and audits (see the Data Use Policy). Each record is kept for its channel's period, at most 1 year, and shorter where its source requires:

Kind of record	Kept for
Customer Google data	30 days (Google's limit)
AskMise conversations and consent records	As long as leads: 12 months
Data from third-party providers	Only while their licence and our "keep third-party data" switch allow, and never longer than the provider's period
Pages our crawlers fetched (their address, status and a fingerprint, not the page)	The channel's period
AI answers and our own data	The channel's period

Records also go when the row they point to is deleted, when their workspace is erased, when a person is erased (the records they made) and when we delete a provider's stored data.

5. AskMise, pop-ups, leads and marketing

Data	How long	What happens at the end
Leads from AskMise, pop-ups, demo bookings and the contact form (with their notes)	12 months after their last change	Deleted
AskMise conversations on this website	12 months after the last message	Deleted, with the details given in the chat and its website check
Unsaved free audits	30 days	Deleted
Hosting statistics from audits (site name, network, score and response time)	1 year	Deleted

Data	How long	What happens at the end
Server location look-ups	30 days	Deleted (the address is stored only as a keyed hash)
Pop-up statistics (daily counts)	400 days	Deleted
Cookie consent records	5 years	Deleted
Beta waitlist and the beta game's leaderboard (e-mail, name, company, the friends you invited, names and times on the leaderboard)	2 years after the last change	Deleted; reward codes already given stay valid
Newsletter subscription	Until you unsubscribe	Your unsubscribe is remembered so we do not e-mail you newsletters again

6. Intelligence and monitoring

Data	How long	What happens at the end
Intelligence Core signal values (figures about your sites)	2 years	Deleted; anonymous group figures are rebuilt from what is kept
AI answers observatory	24 months	Deleted
Full answers kept by the AI visibility tracker	400 days	The text is deleted; whether you were mentioned or cited, the position and the sources stay for your trends
Live view visitor sessions on your site	90 days (or the period set for the site)	Deleted
Earlier page captures for Live view	180 days	Deleted
ReFame evidence (page records and screenshots)	2 years	Deleted with their files
Domain health DNS answers and blocklist results kept as evidence	30 days	Deleted
Domain health check history (checks, scores, when findings were seen, mail-use changes)	396 days	Deleted
API request logs and finished webhook deliveries	30 days	Deleted
Security review runs of our own code	1 year	Deleted (findings and their history are kept)

7. Third-party data

Data we license from search, keyword and backlink providers is kept only as each provider's licence allows, with a period per source. Staff can also delete every stored copy of a provider's data at once ("Delete stored third-party data"), which removes it from the Data Vault too.

8. Backups

We keep encrypted backups: the latest 7 daily, 4 weekly and 6 monthly copies. Data deleted from the live system stays in older backups until they are replaced, so it is gone from every backup within about 6 months. Backups are encrypted and used only to recover from a failure.

9. When you cancel or close your account

- **Cancelling a plan** stops the renewal. Your data stays while the workspace exists; workspaces without a plan keep scan history as shown above.
- **Closing the account** (by an owner): nobody can sign in, the connectors show "Disconnected" and the subscription stops renewing. You can bring it back for free for 14 days. After that it is marked for deletion, and after 30 days it is erased for good, with its Data Vault records. Before closing, an owner can download the workspace's data.
- **Erasing your own account** (Account ? Privacy) runs after 14 days, which you can cancel. Your name, e-mail and sign-in details are removed; work you did stays with the workspace without your name.
- Records the law requires us to keep (such as invoices) are kept for the legal period.

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