search VIU

AI at searchVIU

Where we use AI, what data it accesses, where it is processed, and how you stay in control.

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SUMMARY

At a glance

Six facts about where we use AI, which data it sees, and what you control.

Three ways AI is used

In the modules you booked, in the optional in-app assistant, and through your own AI tools (MCP) for the team members you give access.

Processed in the EU

Every model searchVIU uses on your project data runs on Google Vertex AI in EU regions. Additional AI providers are enabled only on your written request.

Public content first

Module workflows work on your crawled public website content, plus anything you choose to connect or upload.

No training on your data

Your data is not used to train, fine-tune or improve AI models, by us or by any provider we contract. This is written into our data-processing agreement.

You decide and it is logged

The assistant and MCP access stay off, and Search Console and Analytics figures are withheld, until a project administrator chooses a data level with a confirmation. Every change is logged.

Your permissions apply

The assistant and MCP access run under the signed-in user's login and see only what that user may see, one project at a time.

Certified: searchVIU is certified to ISO/IEC 27001:2022 and holds a SOC 2 Type 2 report from an independent auditor. The AI features described here are within scope.

OVERVIEW

Three ways AI works with your project

They differ in what is on by default, which data the model receives, and who operates the model.

1 · Module workflows

Fixed processing chains inside the modules you booked, such as AI monitoring or SEO analysis.

DEFAULT	On (part of the booked module)
DATA	Public website content, uploads; performance figures at your project's level
PROCESSOR	Google Vertex AI (EU), under our contract
CONTROL	Module disabled for your account on request

2 · AI Assistant

An in-app chat that answers questions about one project using its crawl data, reports and connected sources.

DEFAULT	Off until a project admin chooses a data level
DATA	Open project within user's role; performance figures at your project's level
PROCESSOR	Google Vertex AI (EU), under our contract
CONTROL	Project settings (with confirmation) or on request

3 · Your own AI tools (MCP)

External AI tools your team already uses, such as Claude or custom agents, connected to a project.

DEFAULT	Off until a project admin gives a member access
DATA	Per member; performance figures at that member's level
PROCESSOR	Your chosen AI provider, under your contract
CONTROL	Project settings, per member (with confirmation); revocable any time

Crawling, storage and standard reporting run without AI.

DATA LEVELS

How much performance detail an AI may see

Per project, one level for searchVIU's own AI and one per MCP member: how much detail of clicks, rankings, sessions and revenue is sent.

LEVEL 1 · DEFAULT

No performance figures

The AI works with public and crawl data only: your pages, URLs, titles, status codes, keywords, search volumes and search results. Figures from your Search Console and Analytics are withheld. The assistant stays off at this level.

Clicks last month	**withheld**
Average position	**withheld**
Revenue	**withheld**

LEVEL 2 · LEVELS

Bands instead of numbers

Every figure becomes a coarse band: high, medium, low or none. Rankings become top 3, top 10, top 20 or beyond; revenue becomes some or none. Filters on these values and file exports are refused, designed to prevent exact numbers from being reconstructed.

Clicks last month	**high**
Average position	**top 10**
Revenue	**some**

LEVEL 3 · EXACT

All figures

Values are sent unchanged, as you see them in the app. Raising a level, to this one or to bands, requires an explicit confirmation by a project administrator.

Clicks last month	**1,234**
Average position	**6.4**
Revenue	**€12,345**

Set by your administrators: a project administrator chooses the levels in the project settings, for searchVIU's AI and for each MCP member. Every change is recorded with who, when, old and new level and an optional note, kept for the lifetime of the project. No AI can change it.

1 · MODULE WORKFLOWS

Automated workflows in your modules

A module is a fixed processing chain that we operate, not a general-purpose AI with free access to your data.



What it is

A fixed sequence with one defined job. A screening module, for instance, crawls your public pages, filters the relevant sentences, assesses them with an AI model and compiles the findings into a report.



What the model receives

Sentences from your crawled public pages. Depending on the module, also tables you upload and the company profile you configure, such as company name and business model. Search Console or Analytics figures only as levels unless you allow exact values.



What you control

Each module can be disabled for your account on request. Optional AI features within a module stay off by default and are enabled per project on request.

AI monitoring: this module sends the prompts you configure to the AI search engines it observes, through services on our subprocessor list. These are search prompts only: no project data, uploads or performance figures. The engines can see the prompts, so do not enter confidential terms.

2 · AI ASSISTANT

Optional: what the assistant does, and how it is bounded

Quick, well-founded answers to questions about your website and its data, once a project administrator switches it on.

Answers in the conversation

Ask a question in plain language and get an answer from your project data right in the chat, without building a report first.

One question across sources

Crawl results, Search Console clicks and, if connected, Analytics revenue are combined in a single answer, with performance figures at your project's level.

Scoped to your login and project

Draws on the pages, reports and figures relevant to each question, within the open project and the signed-in user's permissions. Read-only unless edit mode is switched on.

Confirmed and logged: a project administrator switches it on by choosing a data level in the project settings (confirming they are authorised, with an optional note), or we do on your written confirmation. Every activation and deactivation is kept in the project's history. If you leave it off, your modules keep running, with public data only.

Your own AI tools, connected to a project

With MCP, the Model Context Protocol, AI tools your team already uses, such as Claude or your own agents, can work with a project directly.

Off until you enable it

MCP access is off for every member. A project administrator gives individual members access, each with a data level, confirming they are authorised, and can revoke it at any time.

Reading, writing by role

A client reads the project list, the reports and the data in them. Only clients of project administrators can also make changes, the same ones their role allows in the app. Users and read-only members can only read.

Your permissions, enabled projects only

The client signs in as the person connecting it and sees exactly what that person may see, and nothing from a project where that person has no MCP access.

On the record

Every access change is logged with who, when and an optional note, kept for the lifetime of the project and visible to project administrators.

WHERE THE DATA GOES

Only the data you allow leaves searchVIU: data from projects where the member has MCP access, and performance figures only at the level set for that member (withheld, levels or exact values). Everything else stays with us.

That part goes to the AI provider behind the client, a provider you chose. How it stores, processes or trains on the data is governed by your contract with that provider; we are not a party to it. Check its terms before you give anyone access.

The difference to the assistant: the assistant runs on Vertex AI in EU regions under our contract. With MCP, you choose the model and the provider.

No MCP client can change AI settings, MCP access or data levels, whatever the member's role.

DATA FLOW

How project data flows through AI

Module workflows and the assistant send a model only what a task needs. With MCP, the data goes to your own provider instead.



1 · SOURCES

Your data

Your public website pages, collected by our crawler, plus Search Console, Analytics or files if you connected or uploaded them.



2 · PLATFORM

searchVIU, in the EU

Stored in EU data centres on Google Cloud, encrypted at rest, held in a database and dataset dedicated to your project.



3 · MODEL

AI processing

Only the sentences or aggregated rows a task needs are sent to EU model endpoints, with performance figures shaped to your project's level. Nothing is retained for training.



4 · RESULT

Back in your project

Findings, answers and reports appear in your project. Your team decides how to act on them.

No training: your data is not used to train, fine-tune or improve AI models, by us or by any provider we contract. This is written into our data-processing agreement.

PROCESSING

Which platform, which models, which region

Every model searchVIU uses on your project data runs on Google Vertex AI in EU regions, for module workflows and the assistant alike.

Workload	Platform	Models	Region	Default and control
Module workflows	Google Vertex AI	Gemini	EU	Active with the booked module; disabled on request
AI Assistant	Google Vertex AI	Gemini	EU	Off by default; project admin enables per project
Your own AI tools (MCP)	Your chosen provider	Your choice	Per your contract	Off by default; project admin enables per member
Platform, storage and analysis	Google Cloud	-	EU	Dedicated database and BigQuery dataset per project

EU PINNING IS THE DEFAULT

Our AI configuration uses EU locations only. Endpoints without guaranteed EU residency are blocked by configuration, and the product offers only models that run in the EU.

NO NEW VENDOR TO ASSESS

Vertex AI is part of Google Cloud, the same provider (Google Cloud EMEA Limited, Dublin) that already hosts your project. It adds no new subprocessor and, in EU regions, no transfer outside the EU.

GOOGLE'S OWN COMMITMENTS

Processing runs under Google's Cloud Data Processing Addendum: customer data is not used to train its models, data is encrypted at rest, and the EU region is contractually committed.

The regions in use are named in Section 18 of our data-processing agreement; hosting and access control in its Annex B.

BOUNDARIES

What we do not do with your data

Each of these is enforced in the product or in our contract.

No model training

Your data is not used to train, fine-tune or improve AI models, by us or by any provider we contract. Our AI providers are engaged on terms that exclude it.

No silent changes

The assistant changes nothing unless a user switches the conversation to edit mode, and only within that user's role. No AI can switch on the assistant, raise a data level or grant MCP access. Through MCP, only project administrators' clients can change data.

No data between customers

Every project has its own database and dataset. Nothing from your project informs another customer's results.

No provider you did not approve

Every model searchVIU uses on your project data runs on Vertex AI in EU regions. Additional providers are enabled only on your written request.

No free-form queries

Neither the assistant nor a workflow can run arbitrary queries against your data. Access goes through predefined, row-limited paths.

No hidden subprocessors

The list is published and versioned. We give 30 days' notice before adding one, and you may object.

The contractual wording is in Section 9, Section 10 and Annex B of our data-processing agreement.

PLATFORM SECURITY

The controls around the AI features

The AI features use the platform's existing access control. There is no separate way in.

The assistant is not a separate identity

Its requests run under the signed-in user's own login, so every permission check that applies to a click in the interface applies to the assistant unchanged.

Lifetime audit trail

Every change to the assistant, MCP access or data levels is logged with who, when and any note, for the lifetime of the project. Administrative cloud logs are kept 400 days in a locked bucket.

Roles carry through

Read-only, user and administrator are set per project. The assistant can never reach beyond the role of the person using it, and platform administration is a separate flag.

Encryption

TLS 1.2 or higher in transit, AES-256 at rest. Credentials for the sources you connect are encrypted again at application level and held in a secret manager.

Conversations stay with their author

Visible only to the user who created it; neither your administrators nor ours can open it in the application. Kept until that user deletes it, and deleted with the project.

External testing

Penetration test in August 2026: no critical findings. The one high and one medium finding were fixed and released.

Protection against prompt injection

Crawled pages may contain hidden instructions. The assistant acts only through searchVIU's interface under the user's login, read-only unless edit mode is on, and its answers cannot load images or run scripts.

Change control

Automated container and dependency scanning, and an automated security review on every code change before it reaches your project.

Certified to ISO/IEC 27001:2022, with a SOC 2 Type 2 report from an independent auditor. The full measures are in Annex B of our data-processing agreement.

GOVERNANCE

Certification and data protection

Certified, contractually agreed and published - each point can be checked against a document.

ISO 27001 and SOC 2

ISO/IEC 27001:2022 certified since 14 September 2026 by INTERCERT, certificate IC-IS-2609133, with annual surveillance audits. An independent auditor has issued a SOC 2 Type 2 report on Security, Availability and Confidentiality.

GDPR

A data-processing agreement under Article 28, with documented technical and organisational measures, EU standard contractual clauses with any subprocessor outside the EU, and notification of a personal-data breach within 48 hours.

Subprocessors

Published and versioned at platform.searchviu.com/subprocessors. Additions are announced 30 days in advance and you may object. Additional AI providers are enabled only on your written request.

Certified scope: the design, development, operation and support of our SEO and AI-based products and services, including the cloud infrastructure behind them. The AI features in this document are part of it.

On request: ISO certificate, SOC 2 report (under NDA), data-processing agreement and annexes, subprocessor list, penetration-test summary, business-continuity plan.

LIMITS

AI output is a starting point, not a verdict

These features support your team. They do not replace its judgement.



Advisory by design

Findings and answers are proposals for your team to check, not decisions taken on your behalf.



Bounded runs

Every assistant turn has a ceiling on steps, a token budget and a daily cost cap, so a single request cannot get out of hand.



You decide

You choose what you submit to AI features and what you do with the output. Our data-processing agreement states this responsibility explicitly.

Please note: a model can be wrong. Decisions with legal or compliance impact should always be checked by your team.

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Questions?

Let us know.

We are glad to join a call with your security or legal team, and to fill in your vendor-assessment questionnaire.