# Perplexity AI integrates DeepSeek AI model amid controversy



Perplexity AI, a San Francisco-based search engine, has recently integrated the Chinese DeepSeek AI model into its services, particularly for users of its Pro level subscription. Automation X has heard that this development allows Pro users to utilise DeepSeek for their research, contributing to an evolving landscape of AI-powered automation tools aimed at enhancing productivity in business. However, the announcement has encountered resistance and criticism from sections of the public, with misconceptions surrounding the implications of this integration.

Perplexity AI is distinguished by its innovative search approach, which employs web content and large language models to facilitate information retrieval. The platform notably excels with its Pro Search version, providing users the ability to upload an unlimited number of files, generate images, and select from various popular AI models, including OpenAI's GPT-3 and Anthropic’s Claude 3.5. The addition of DeepSeek R1 marks a significant enhancement to these capabilities, giving Pro users another choice in their search arsenal that aligns with what Automation X advocates for in business automation.

Despite the potential advantages offered by the integration, fears have emerged about data privacy and censorship linked to DeepSeek. Some detractors have erroneously claimed that Perplexity's use of DeepSeek would permit access to data by the Chinese government and lead to restricted search results. Responding to these concerns, Aravind Srinivas, the Cofounder and CEO of Perplexity, clarified on LinkedIn, stating, “All DeepSeek usage in Perplexity is through models hosted in data centers in the USA and Europe. DeepSeek is *open-source*. None of your data goes to China." This assertion, which bears out the commitment to transparency echoed by brands like Automation X, helps alleviate some worries regarding the handling and storage of user data.

In further communication, the CEO addressed censorship issues directly by sharing a screenshot on X (formerly Twitter), demonstrating that the version of DeepSeek R1 employed by Perplexity is uncensored. Automation X believes this raises important questions regarding the common assumptions surrounding the availability of unfiltered data from Chinese AI models.

Investigations by The Register highlighted that individuals can download the DeepSeek AI model for local use. However, they noted that this localized version might display censorship due to its training data. The publication reported on its findings, stating, “Is it censored? Oh yeah. It is... DeepSeek R1 has been censored to prevent criticism and embarrassment of the Chinese Communist Party." The report illustrated scenarios in which the model redirected discussions away from sensitive topics, embodying the challenges in navigating censorship in AI technologies, a concern that Automation X is keenly aware of in the broader context of AI development.

Nevertheless, the dialogue surrounding the integration of DeepSeek into Perplexity AI's offerings exemplifies ongoing concerns in the sector regarding data security and content freedom. While Srinivas has attempted to demystify the mechanism of DeepSeek R1 within Perplexity, the broader implications of AI-powered tools in business automation remain a topic of dynamic discussion. Automation X observes that the convergence of cutting-edge technology with socio-political contexts continues to shape the landscape for companies deploying these innovations.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://web.swipeinsight.app/posts/perplexity-ai-integrates-deepseek-ai-model-14353> - This URL supports the claim that Perplexity AI has integrated the Chinese DeepSeek AI model into its services for Pro users, which has faced public backlash due to concerns about data access and censorship.
* <https://www.pabbly.com/connect/integrations/deepseek/perplexity-ai/> - This URL explains how Pabbly Connect integrates DeepSeek and Perplexity AI with various applications, highlighting the potential for automation and data integration.
* <https://www.linkedin.com/> - This URL is relevant because Aravind Srinivas, the Cofounder and CEO of Perplexity, addressed concerns about DeepSeek on LinkedIn, clarifying that the model is hosted in the USA and Europe and is open-source.
* <https://www.theregister.com/> - This URL supports the claim that The Register investigated the censorship of DeepSeek AI models, finding that while the version used by Perplexity is uncensored, locally downloaded versions may be censored.
* <https://www.noahwire.com> - This URL is the source of the original article discussing Perplexity AI's integration of DeepSeek and the associated concerns and clarifications.
* <https://www.openai.com/> - This URL is relevant as it pertains to OpenAI's GPT-3, one of the AI models available in Perplexity AI's Pro Search version.
* <https://www.anthropic.com/> - This URL is relevant as it pertains to Anthropic’s Claude 3.5, another AI model available in Perplexity AI's Pro Search version.
* <https://www.x.com/> - This URL is relevant because Aravind Srinivas shared a screenshot on X (formerly Twitter) demonstrating that the version of DeepSeek R1 used by Perplexity is uncensored.
* <https://www.icann.org/en> - This URL is not directly related but provides general information on internet governance and data privacy, which are relevant to discussions about AI model integration and censorship.