Hedy Chooses Sweden's Inceptron for EU AI Processing

Hedy has moved Cloud AI processing for its EU data region to Inceptron, an inference provider based in Lund, Sweden, with EU-only processing written into the contract.

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Three colleagues talking over coffee and a laptop at an outdoor café table on a cobblestone square in Stockholm's old town

Quick answer Hedy has moved Cloud AI processing for its EU data region to Inceptron, an AI inference provider based in Lund, Sweden. Our data processing agreement with Inceptron commits to EU-only processing, no storage of request content and no training on customer data. EU data region accounts get this automatically, with nothing to set up. Speech recognition still runs on your device, and US-region accounts are unaffected.

Hedy is a US company, and a large share of the people who use it work in Europe. Many of them can only use an AI tool if their conversations stay in the EU, and when the tool is analyzing a client negotiation or a medical appointment, that is a reasonable thing to require. So our EU data region (/post/eu-data-residency/) covers two things: where conversations are stored, and where the AI analyzes them.

The second part depends on who runs the AI models. That job now runs on Inceptron, an inference company in Lund, Sweden.

Why we chose Inceptron

We ran a formal search for an EU inference partner in September, with a written set of requirements. The biggest one was that EU-only processing had to be written into the contract for the exact service we use, the pay-per-request tier that carries our traffic. We also needed the models we rely on at a price that works for a product with a free tier, and enough capacity to take all of our EU traffic.

Inceptron met the requirements and agreed to put the residency commitment in the contract. Our data processing agreement states that Hedy's account is an EU-only configuration, so processing stays within the EU and EEA. Request and response content is not stored after processing, and it is not used to train models.

"Hedy is exactly the kind of product we built our serverless platform for. It handles some of the most sensitive text there is, people's own conversations, and European users need to know where that text goes. We're proud that Hedy chose to run its EU AI processing on Inceptron." Nima Karimi, Business Development, Inceptron

How much EU AI processing Hedy runs

Hedy's EU data region currently generates about 6 billion tokens of AI processing a month, and that number keeps growing as more people in Europe use Hedy. A token is roughly three quarters of an English word. The count covers every Cloud AI feature used by EU accounts.

If Inceptron is ever unavailable, Hedy falls back to Google Vertex AI in an EU region, so a request from an EU account is still processed in the EU.

What changes for you

If your account is in the EU data region, nothing changes on your side. There is no setting to switch and the app works as before. The same applies to existing accounts that opted into EU AI processing in Privacy Preferences.

This covers the Cloud AI step only. Speech recognition still runs on your device, so your audio is not sent anywhere for transcription. Local AI still keeps the analysis on your own hardware, and if AI processing is off, nothing is sent to any AI provider.

The parts of Hedy that are US-based for everyone stay that way: account sign-in, subscription billing, error tracking, and the email providers that send auto-recap emails. The EU data residency post (/post/eu-data-residency/) and our guide to Hedy's GDPR compliance (/post/hedy-ai-gdpr-compliance/) cover what runs where, and our Trust Center at trust.hedy.ai lists every sub-processor.

About Inceptron

Inceptron (https://www.inceptron.io/) is an AI infrastructure company founded in Lund, Sweden, in 2021. It builds an optimization compiler that tunes models for the hardware they run on, and it uses that work to serve open-weight models through an OpenAI-compatible API hosted in the EU. Its models are also available through gateways including Kilo, Opper and OpenRouter.

Frequently asked questions

Who is Inceptron?

Inceptron AB is an AI inference company based in Lund, Sweden. It builds an optimization compiler for AI models and runs open-weight models as a hosted service on GPU capacity in Finland and France. Hedy uses that hosted service for Cloud AI processing in its EU data region.

Which Hedy users does this affect?

Accounts in the EU data region, and existing accounts that opted into EU AI processing in Privacy Preferences. Accounts in the US region are not affected. Nothing changes in the app and there is nothing to set up.

Does Inceptron store my conversations or train on them?

No. Under our data processing agreement, Inceptron does not store request or response content after processing, and it does not use customer content to train models. The agreement also states that Hedy's account is an EU-only configuration, so processing stays within the EU and EEA.

What does Inceptron process?

The Cloud AI step: automatic suggestions, summaries, detailed notes, chat and highlights, for EU data region accounts. Speech recognition is separate and still runs on your device. If you use Local AI or turn AI processing off, nothing goes to Inceptron.

What happens if Inceptron is unavailable?

Hedy falls back to Google Vertex AI in an EU region, so processing for EU accounts stays in the EU either way. Google is a US-headquartered company, which is why we list it separately in our sub-processor records.

Does this make Hedy fully EU-hosted?

No. Conversation storage and AI processing for EU accounts run in the EU, but account sign-in, subscription billing and error tracking are US-based for every user, as are the email providers that send auto-recap emails. The EU data residency post has the full breakdown.

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