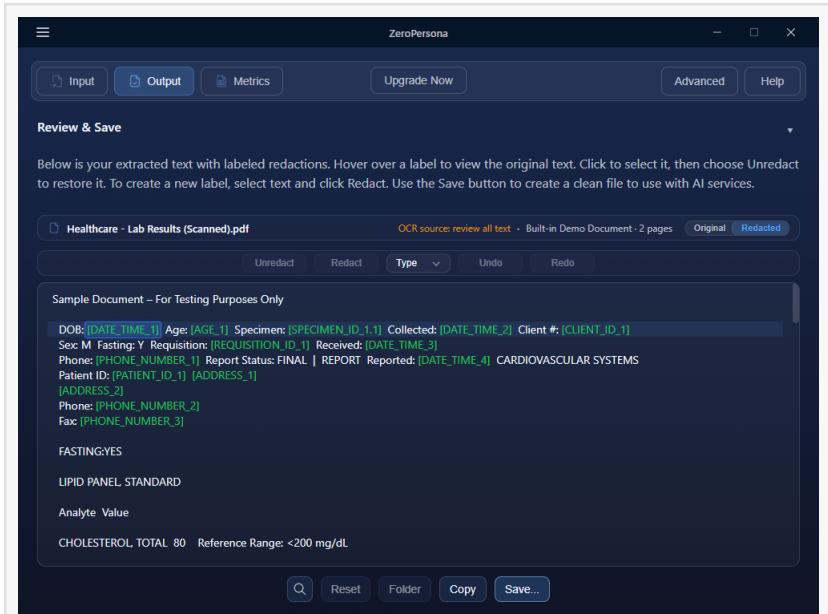


As AI Gets More Powerful, the Privacy Stakes Get Higher

ZeroPersona launches free, local, Identity Filter for AI to help people access the power of AI without sacrificing their identity. Share Less. Do More with AI.

NAPA, CA, UNITED STATES, August 18, 2026 /EINPresswire.com/ -- AI is becoming powerful enough to help with some of the most personal parts of our lives. People are increasingly pasting or uploading medical reports, tax documents, contracts, financial records, employment information and other sensitive material in order to analyze, summarize, and understand it – to make sense of information in a way that once required specialized help.



ZeroPersona locally replaces identifying information with meaning-preserving labels. The user reviews the result and decides what to save and share with AI.

But getting more from AI often means giving it more. Names. Addresses. Account numbers. Employers. Doctors. Family members. Financial details. Other information that can identify a person long after the AI conversation is over. Once personal information is shared, there is no take-back button.

“

AI is rapidly becoming too useful to ignore, but that shouldn't mean surrendering personal information every time we use it.”

*David Urbanic, Co-founder,
ZeroPersona*

For the first time, AI users can de-identify personal information locally, preserve the context AI needs, and do it free on Windows and macOS.

Today, [ZeroPersona](#) announced the public availability of its [Identity Filter for AI](#), a desktop application that identifies and replaces personal information before it is shared with ChatGPT, Claude, Gemini, Perplexity, or other AI services.

Unlike cloud-based privacy tools, ZeroPersona performs

de-identification locally on the user's computer. No personal identifying information leaves their device. The User saves a clean text file that retains the context and relationships needed to be useful – without unnecessarily revealing who the information is about.

“AI is rapidly becoming too useful to ignore, but that shouldn't mean surrendering personal information every time we use it,” said David Urbanic, Cofounder of ZeroPersona.

PRIVACY BEFORE AI

Most conversations about AI privacy focus on what happens to information after it has been shared: how it is stored, whether it is used for training, who can access it, and how long it is retained. ZeroPersona moves the privacy decision one step earlier.

Share less in the first place.

ZeroPersona automatically detects more than 60 types of personal identifying information – names, addresses, contact information, dates, organizations, account numbers and government identifiers – and replaces them with structured labels. For example, ‘John Smith’ becomes ‘[PERSON_1]’.

These labels preserve meaning. AI can still distinguish between different people, organizations and other entities and understand their relationships without necessarily knowing their real identities.

Users review the results and remain in control of what is ultimately shared. And because the process happens before the information reaches an AI service, ZeroPersona is also AI-agnostic. It doesn't depend on the privacy practices, policies or technology of any particular AI provider.

MAKING AI PRIVACY ACCESSIBLE

ZeroPersona Standard is free, reflecting the company's goal of democratizing AI privacy by making it available to everyday users, not just organizations with security teams and specialized privacy infrastructure.

An optional Advanced edition adds additional productivity, visibility, and control features for people who use ZeroPersona more extensively. ZeroPersona is available now for Windows and macOS.

“As AI becomes part of everyday work and life, privacy must begin before information is shared. People need practical control over what AI gets to see,” said Jonathan Ledergerber, Cofounder and CEO of ZeroPersona.

The company's message to AI users is deliberately simple:

"Share Less. Do More with AI."

ABOUT ZEROPERSONA

ZeroPersona Inc. develops privacy technology designed to help people and organizations use artificial intelligence while maintaining control of identifying information. Its ZeroPersona desktop application provides local, automatic, meaning-preserving and human-controlled de-identification before users share information with AI.

Website: zeropersona.ai

Get ZeroPersona: zeropersona.ai/get-zeroPersona

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Product screenshots, logos, founder information available at zeropersona.ai/press. Founder interviews available upon request.

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