PRESS ONE-PAGER

Cloud-grade AI spam filtering for Apple Mail, without the cloud.

On-device. Private by architecture. Made in the EU.

What it is

Klar is an AI spam filter for Apple Mail. It installs in two clicks and scores every incoming message on your Mac, then quietly files the junk. No account, no upload, no cloud. A paid companion app, **Klar Plus**, shows every decision, lets you correct it, and watches the model learn, locally.

Why it's genuinely different

Every spam filter that actually works reads your mail on a server to do it. Klar does the same job with a modern AI model running on your Mac, so nothing is ever sent anywhere.

- **It reads meaning, not keywords.** Older filters (SpamSieve, Apple's built-in junk) match words and patterns. Klar runs a modern AI language model, the same *kind* that powers today's chatbots, small enough to run locally. It catches the spam with no obvious bad words: AI-written scams and phishing that reads like a real email.
- **It works in every language.** The model is multilingual (XLM-RoBERTa, 100+ languages). Most filters are tuned for English and wave foreign-language spam through.
- **Privacy is the architecture, not a promise.** Nothing leaves the Mac. There is nowhere for your mail to go, so there is no privacy policy to trust.
- **It learns you, locally.** Correct it once and it adapts to your mail. Your corrections never leave the machine.
- **It fixes a real Apple Mail gap.** The built-in junk filter is basic, and for non-iCloud accounts (Gmail, Outlook, IMAP) it does not even learn.

Key facts

- 100% on-device processing. Emails never leave your Mac.
- Modern multilingual classifier (XLM-RoBERTa), 100+ languages.
- Free on the App Store. Klar Plus is a paid companion for full control.
- Made and hosted in the EU. All infrastructure runs on EU soil.
- Founder: Nicolas Ha, France. Backed by experienced entrepreneurs and technical advisors.

Media

- **Press kit, brand assets, screenshots:** klar.im/press
- **Website:** klar.im
- **Contact:** support@klar.im