

LLM Comparison: Cost, Usage & Privacy

Free and paid tiers across the five leading model families, with each family's unique selling point. Figures as of 3 June 2026.

Please read: This document is intended as a general guide only. Pricing, features and privacy policies change frequently. Always review the current terms and conditions, pricing and data-handling policy of any model or plan directly with the provider before choosing or committing to it.

OpenAI / ChatGPT

Most versatile all-rounder

The most versatile all-rounder — broadest built-in toolset (Sora video, Codex, Deep Research, Agent Mode, image generation) in one subscription, plus the largest third-party ecosystem.

Version	Cost	Usage	Privacy
Free PERSONAL	£0	GPT-5.5 Instant · limited messages · ads on US free tier	Trains on chats by default — opt-out available
Plus PERSONAL	£19 / mo (inc VAT)	GPT-5.5 · Deep Research · Sora · Agent Mode · generous limits	Trains on chats by default — opt-out available
Pro PERSONAL	£158 / mo	GPT-5.5 Pro · 1M-token context · near-unlimited use	Trains on chats by default — opt-out available
Business BUSINESS	£20 / seat (£16 annual), min 2	GPT-5.5 Pro · shared workspace · admin controls	No training by default · SOC 2 · GDPR DPA
Enterprise BUSINESS	Custom (min ≈150 seats)	Highest limits · SSO · analytics · UK data residency	No training · SOC 2 / ISO 27001 · 30-day deletion

Anthropic Claude

Best for coding & writing

The leading model for coding, long-form writing and nuanced reasoning, with strong agentic tooling (Claude Code, Computer Use, MCP connectors) and a privacy-forward reputation.

Version	Cost	Usage	Privacy
Free PERSONAL	£0	Sonnet 4.6 · limited daily usage · web chat	Trains on chats by default — opt-out available
Pro PERSONAL	£16 / mo (ex VAT)	Opus 4.8 & Sonnet 4.6 · 200K context · Claude Code	Trains on chats by default — opt-out available
Max 5x PERSONAL	£79 / mo	5× Pro capacity · priority access	Trains on chats by default — opt-out available
Max 20x PERSONAL	£158 / mo	20× Pro capacity · 1M context in Claude Code	Trains on chats by default — opt-out available
Team BUSINESS	£16–£20 / seat, min 5	Shared projects · central billing · Claude Code (Premium)	No training by default · SOC 2
Enterprise BUSINESS	Custom (≈ £16/seat + usage)	SSO · audit logs · expanded context & limits	No training · HIPAA / BAA · GDPR via DPA

Google Gemini

Best with Google Workspace

Deep Google Workspace integration (Gmail, Docs, Sheets), a huge 1M-token context and strong multimodal / video generation (Veo) — best value if you already live in Google's ecosystem.

Version	Cost	Usage	Privacy
Free PERSONAL	£0	Gemini app · daily limits · standard models	Trains on chats by default — opt-out available
Google AI Pro PERSONAL	£18.99 / mo	Gemini 3.x Pro · 1M context · ≈ 2 TB storage	Trains on chats by default — opt-out available
Google AI Ultra PERSONAL	£79 / mo	Deep Think · Veo video · 20 TB · YouTube Premium	Trains on chats by default — opt-out available
Workspace Business Std BUSINESS	£11.80 / user / mo	Gemini in Gmail/Docs/Sheets · org integration	Not used to train foundation models · no human review
Workspace Enterprise / Vertex BUSINESS	£22.60+ / user / mo	Highest limits · Vertex AI APIs · IP indemnity	No training · SOC 1/2/3 · ISO 42001 · ZDR option

Microsoft Copilot

Native to Microsoft 365

Native AI inside the Microsoft 365 apps you already use (Word, Excel, PowerPoint, Outlook, Teams), grounded in your organisation's own data via Graph. Runs on OpenAI's GPT models — and Anthropic's Claude since Jan 2026.

Version	Cost	Usage	Privacy
Copilot Chat (Free) PERSONAL	£0	Web-grounded chat · no access to your org data	Trains on chats by default — opt-out available
Copilot Pro PERSONAL	£16 / mo	In-app AI for individuals · needs M365 Personal/Family	Trains on chats by default — opt-out available
M365 Copilot Business BUSINESS	£14 / seat annual; → £17 from Jul 2026	Graph-grounded AI in M365 apps · up to 300 users	Enterprise Data Protection — no training on your data
M365 Copilot Enterprise BUSINESS	£24 / seat annual	Adds enterprise governance · needs E3/E5 base licence	EDP · EU Data Boundary · ISO 27001/42001 · HIPAA
Copilot Studio BUSINESS	£158 / 25,000 credits / mo	Build & deploy custom internal/external agents	Within M365 service boundary · admin governed

Meta Llama Open-weight / self-host

Open-weight flexibility — the only major family you can download, self-host and fine-tune for full data control, with no per-token vendor lock-in. (No first-party paid plan; accessed via self-hosting or third-party clouds.)

Version	Cost	Usage	Privacy
Free (download / Meta AI) PERSONAL	£0	Open weights under Community Licence · free Meta AI app	Self-host: Meta can't see data · Meta AI app: ad-personalised
Self-hosted (own GPUs) BUSINESS	Infrastructure cost only; no licence fee	Full control · fine-tune freely · Scout (109B) fits one H100	Strongest — Meta cannot see your inputs or outputs
Hosted API (Groq / Together) BUSINESS	≈ £0.47 / £0.62 per M tokens (in/out)	Pay-as-you-go · no seats · instant scaling	Provider's policy applies; no training by default on business clouds
AWS Bedrock BUSINESS	≈ £2.10 per M tokens; premium vs dedicated hosts	Enterprise hosting alongside Claude · IAM controls	No training by default · SOC 2 / GDPR via AWS

Overlap to note: Microsoft Copilot runs on OpenAI's GPT models (and Anthropic's Claude since Jan 2026); Llama is mostly consumed through third-party clouds such as AWS Bedrock, which also hosts Claude. **Privacy in short:** consumer chat tiers train on your conversations by default (opt-out available); business, enterprise and API tiers do not train on your data and carry SOC 2 / GDPR commitments. **Prices** are shown in GBP and are approximate; they may vary with provider list-price changes, exchange rates and 20% VAT. Always confirm on the provider's official pricing page.