Helpshift Sub-Processors List

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Helpshift engages with a set of sub-processors to provide our services. A sub-processor is a third-party data processor engaged by Helpshift who has, potentially will have access to, or who will process Customer Data (which may contain personal data). This section goes over who these sub-processors are and how Helpshift engages with each of them to provide our services.

Helpshift commits to adopting a commercially reasonable selection process to assess the privacy, security and confidentiality practices of potential sub-processors. Details of our data processing policies in relation with the sub processors we work with can be found in the Helpshift DPA (Data Processing Agreement).

Core Third Party Sub-processors

Helpshift manages and oversees the infrastructure utilized for hosting and processing Customer Data submitted to their Services, except as otherwise noted. Certain Sub-processors are essential to the operation of Helpshift, and the following table provides details of these core Sub-processors.

Sub-processor	Service	Purpose
Amazon, Inc.	Infrastructure provider (Amazon Web Services)	Helpshift is built on the Amazon Web Service (AWS) which hosts all production data, and systems that process this data.
Luzmo NV	Customer facing Analytics	Helpshift uses Luzmo to provide Customers with analytics dashboard and insights specific to their usage of Helpshift. This integration allows Helpshift to analyze data on Agent and End user interactions and make it available to the Customer for their consumption.
Cloudflare, Inc.	Content Distribution Network (CDN) and Security	Cloudflare provides a range of services for Helpshift, including content distribution, security, abuse prevention, DNS services, and Transport Layer Security (TLS) protection. These services apply to web traffic transmitted to and from Helpshift's Services, allowing for efficient traffic management and enhanced security. Specifically, Cloudflare offers TLS protection for customers using Helpshift to protect the incoming traffic to their helpcenter domains, webchat, SDK's or any other Helpshift service utilized.

Optional Third Party Sub-Processors

Helpshift also provides certain feature-specific optional services for its customers which are not enabled by default and are optional and at the discretion of the Customer to use. Customers of Helpshift may wish to enable these optional features or services, as a result of which the following third parties will additionally be considered as Sub-processors as per the specific optional service opted in by the Customer.

3rd party	Service	Purpose
Apple, Inc.	Apple Push Notification Service (APNS)	Helpshift uses the Apple service to send push notifications for mobile applications that have integrated with the Helpshift IOS SDK. Customers can configure the push messages including an option to not include personal data. Customers can also choose not to use this service.
Google, Inc.	Google Cloud Messaging (GCM)	Helpshift uses the Google push service to send push notifications for mobile applications that have integrated with the Helpshift Android SDK. Customers can configure the push messages including an option to not include personal data. Customers can also choose not to use this service.
Microsoft, Inc.	Windows Push Notification Service (WNS)	Helpshift uses the Windows Notification service to send push notifications for mobile applications that have integrated with the Helpshift Android SDK. Customers can configure the push messages including an option to not include personal data. Customers can also choose not to use this service.
Mailgun Technologies, Inc.	Email Processing	For email based support all incoming and outgoing email is processed by the Mailgun messaging engine. These emails contain the support dialog with the end user and may contain personal data.
Meta, Inc.	Facebook integration	Allows the Customer to interact with their End users through Helpshift via the Facebook platform.
	WhatsApp integration	Allows the Customer to interact with their End users through Helpshift via the WhatsApp platform.
360dialog GmbH	WhatsApp Integration Intermediary	Enables the integration of the Customer Helpshift instance with the WhatsApp platform.
Twilio, Inc.	SMS integration	Allows the Customer to interface with their End users through Helpshift via the medium of SMS.
Discord, Inc.	Discord integration	Allows the Customer to interact with their End users through Helpshift via the Discord platform.
OpenAI, Inc.	AI powered features	Helpshift offers some AI Products that utilize APIs provided by OpenAI. When enabled by Customers, OpenAI processes certain Customer Data, depending on which AI Product applies. AI Products and the use of OpenAI as a Sub-processor are optional features that Customers can choose to activate.

Google Cloud EMEA Limited	API integration	Helpshift offers some AI Products that utilize APIs provided by Google. When enabled by Customers, Google processes certain Customer Data, depending on which AI Product applies. AI Products and the use of Google as a Sub-processor are optional features that Customers can choose to activate.

Helpshift Affiliate Sub-Processors

The following entities are Helpshift, Inc. affiliates which may function as sub-processors in providing the Services:

- Helpshift Technologies Pvt Ltd (India)
- Xcelerator Machine Translations Ltd (Ireland)