List of Subprocessors

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SUBPROCESSOR	TYPE	DESCRIPTION
AHA	Internal product roadmap software	Contact details for customer or product support follow-up
AWS (Amazon Web Services)	Hosting	Criteria Software as a Service
Calendly	Scheduling tool	Contact information for meeting scheduling
Chilipiper	Scheduling and routing	Contact details for customer or product support follow-up
ChurnZero	Customer success software	Customer usage analytics
CloudConvert	File Converter Service	Assessment with contact name
CookieBot	Cookie management software	GDPR/CCPA-compliant cookie permissions tool for marketing website.
D&B Optimizer	Data Append Tool	Customer lead data
DocuSign	Electronic Contracting	Customer contact name, email, address for contract and accounting
Drift	Lead collection	Customer contact details for customer follow- up
Fingerprint JS	Browser fingerprinting library	Fraud detection for assessment security
Fivetran	Analytics	Data management tool
Gong.io	Sales analytics	Stores customer contact details for sales management
Google	Cookie	Provides analytics of web activity
HotJar	User session analytics	user feedback and behavior analytics tool that helps customers understand the behavior
JIRA	Customer support	Contact name and email for support ticket tracking
Joynd - (formerly HRNX)	HR integration software	Encrypts customer job candidate data

Lead Forensics	Lead generation software	Identify web site visitors
Mail Gun	Analytics	Email, Device ID, IP address
Marketo	CRM	Sends marketing emails to contacts
New Relic	Application performance monitoring	Customer and candidate data is masked but analyzed.
Nextiva	Sales analytics	Stores customer contact details for sales management
Office 365	Email	Emails to and from Criteria (excluding emails with assessment data)
Outreach	Customer success	Collects contact information for follow-up with potential customers
Pardot	CRM	Sends marketing emails to contacts
Qualtrics	Surveys	Customer survey data
QuickBooks Online	Accounting	Customer contact name, email, address for financial accounting
Rackspace	Hosting	Office 365 Host
Ruby Receptionist	Phone answering service	Processes contact details for calls to Criteria
Salesforce	Customer relationship management	Stores customer contact details for billing, contracting, and marketing
SalesLoft	Customer relationship management	Sales engagement platform
Sophos	Antivirus	Antivirus software
Slack	Corporate messaging	Contact details for customer or product support follow-up
Stripe	PCI-certified credit card payment processing	Customer contact information (if Service is paid via credit card)
Twilio	SMS Messaging	SMS messages for reminders
Zoom	Video and chat messaging, support, and streaming demos	Contact details for sales and support

✕ Criteria