

Medallia

Medallia's Subprocessors

To support delivery of software and professional services, Medallia, Inc. (or one of our Medallia Subsidiaries used for Tech Support and Infrastructure) may use data processors with access to certain customer data (each, a "**Subprocessor**"). This page provides important information about the identity, location and role of each Subprocessor. Terms used on this page but not defined have the meaning set forth in the master agreement or the superseding written agreement between the parties (the "**Agreement**").

The Subprocessors we engage with may change. To receive updates to this list, please sign up [here](#). If you do not wish to receive automatic updates via email, please check this page frequently for updates.

Technology Providers

The Subprocessors listed provide technology for each of the Medallia products indicated. If Customer does not purchase a product listed, then those subprocessors shall not apply.

Medallia Experience Cloud Core Platform

Data is hosted in Medallia co-location data centers.

The following are optional for specific implementations.

Subprocessor Name	Processing Location	Processing Description
Google LLC (Optional)	USA	Translates feedback text, if enabled.
Twilio Inc. (Optional)	USA	Provides SMS routing and delivery services for SMS Message-Based surveys, if enabled.
Engage Hub Ltd. (Optional)	UK	Provides SMS routing and delivery services for SMS Message-Based surveys, if enabled
Oracle Inc. (Optional)	Regional	Regional hosting in certain locations.
Intercom R&D Unlimited Company	Ireland	Used for live chat support in Premier and Signature Success Plans, if purchased by the Customer.
Amazon Web Services, Inc. (Optional)	USA EU Canada Australia	LLM hosting and data processing for Medallia Generative AI Features, if included in subscription purchased by the Customer.

Medallia Digital

Data is hosted in Medallia co-location data centers.

The following are optional for specific implementations.

Subprocessor Name	Processing Location	Processing Description
Amazon Web Services, Inc. (Optional)	USA	Hosts platform data.
Usersnap GmbH (Optional)	Austria	Screen capture functionality, if enabled.
Oracle Inc. (Optional)	Regional	Regional hosting in certain locations.

Strikedeck

Subprocessor Name	Processing Location	Processing Description
Amazon Web Services, Inc.	USA, EU, or UK (Customer's choice)	Hosts platform data.

Medallia CX Journeys

Subprocessor Name	Processing Location	Processing Description
Amazon Web Services, Inc.	USA	Renders front-end html and reports.
Google LLC	USA	Data storage and processing.
Twilio Inc.	USA	Sendgrid service used for platform generated emails.
Redis Labs Ltd.	USA	Redis for Caching service maintains state for cookies.

Medallia Ideas (formerly Crowdicity)

Subprocessor Name	Processing Location	Processing Description
Amazon Web Services, Inc.	USA, EU or UK (Customer's choice)	Hosts platform data. Archives security logs for security incident monitoring and detection.
Twilio Inc.	USA	Sendgrid service used for platform generated emails.
Google LLC	USA	Google Analytics is used to gather information about product use.
Cloudinary Ltd.	USA	Storage for user uploads.

Medallia Concierge (formerly Zingle)

Subprocessor Name	Processing Location	Processing Description
Amazon Web Services, Inc.	USA	Data storage and processing.
Google LLC	USA	Data storage and processing for MMS message attachments.
Twilio, Inc. or Bandwidth Inc.	USA and Canada	Provides SMS routing and delivery services. Customer and Medallia shall mutually agree on the provider(s) of choice.
Zendesk Inc. (Optional)	USA	Provides mobile SDK message routing and delivery services.
Postmark (Wildbit, LLC)	USA	Provides email routing and delivery services.
Rollbar, Inc.	USA	Manages system logs for diagnosis and resolution of technical issues.
Mode Analytics, Inc.	USA	Provides in-product analytics.
Segment.io, Inc.	USA	Tracks Concierge product usage.

Medallia Video (formerly LivingLens)

Subprocessor Name	Processing Location	Processing Description
Amazon Web Services, Inc.	USA, Canada, Ireland, or Australia (Customer's choice)	Hosts platform data.
Elasticsearch AS	USA	Search and analytics.
Google LLC	USA	Software-based object recognition.
International Business Machines Corporation (IBM Corp.)	USA	Watson natural language processing for sentiment analysis.
Microsoft Corporation	USA	Hosting for reporting application, software-based machine translation and facial blurring.
Affectiva, Inc.	USA	Software-based recognition of facial emotions.
Cantab Research Limited (Speechmatics)	UK	Software-based speech recognition (speech-to-text).
Participatory Culture Foundation (Amara)	USA	Human transcription and translation services.
Rev.com Inc.	USA	Human transcription services.
Oracle Inc.	Regional	Hosting of platform data.

Sense360

Subprocessor Name	Processing Location	Processing Description
Amazon Web Services, Inc.	USA	Hosts platform data.

Medallia Speech / Voci

Subprocessor Name	Processing Location	Processing Description
--------------------------	----------------------------	-------------------------------

Amazon Web Services, Inc.	USA	Hosts platform data (Govcloud only).
Amazon Transcribe (Optional)	USA, UK, Germany, Singapore	Transcription for additional languages.
Way With Words Limited	UK, South Africa	Transcription for Custom Model Tuning.
Summa Linguae Technologies S.A.	EU	Transcription for Custom Model Tuning.
Xelex Inc.	USA	Transcription for Custom Model Tuning.

Agent Connect (formerly Stella Connect)

Subprocessor Name	Processing Location	Processing Description
Amazon Web Services, Inc.	USA	Hosts platform data.
Rocket Science Group LLC d/b/a Mailchimp	USA	Email service provider
Cloudinary Ltd.	USA	User image provider
Intercom R&D Unlimited Company	EU	Application Connector for Support
Localize Corporation	USA	Translation provider

Digital Experience Analytics (DXA) (formerly Decibel)

Subprocessor Name	Processing Location	Processing Description
Oracle Inc.	Regional	Hosting of platform data.
Amazon Web Services, Inc.	USA and EU	Data processing activities.
Intercom R&D Unlimited Company	Ireland	Used for live chat support in Premier and Signature Success Plans for DXA, if purchased by the Customer

Agile Research (formerly Checkmarket)

Subprocessor Name	Processing Location	Processing Description
Amazon Web Services, Inc.	USA, EU, Canada, Singapore (Customer's choice)	Hosts platform data.
MessageBird B.V. (Optional)	Netherlands	Message Gateway (only SMS telephone and text messages).

Medallia Experience Orchestration (MXO) (formerly Thunderhead)

Subprocessor Name	Processing Location	Processing Description
Atlassian Pty Ltd.	USA, Germany, Ireland, Singapore, and Australia	Support issue tracking tool and service status monitoring.
Joincube, Inc. (aka. "Beamer")	USA	In-app notifications in MXO.
Microsoft Azure	USA, Europe, Australia	MXO operates its Services from Microsoft Azure. Data stored in Azure is held within MXO's Azure subscriptions across multiple geographic regions.
Twilio Inc.	USA	Sendgrid service used for platform generated emails.

Mindful Callback

Subprocessor Name	Processing Location	Processing Description
Amazon Web Service	USA	Hosts platform data: Telephone numbers, Callback requests, meta data sent with telephone calls.

Twilio Inc.	USA	Twilio operates a collection of DNS-addressable network edges around the world, called Edge Locations. Edge Locations allow Mindful to control the geographic location where our application's network traffic enters and exits Twilio's platform Telephone numbers, Callback requests, meta data sent with telephone calls.
Aerialink Inc.	USA	Aerialink provides mobile connection services through SMS (Short Message Service) functionality.
Google LLC (Looker Studio)	USA	Modeled, anonymized application data for business intelligence and reporting.
Snowflake Inc.	USA	Callbacks, messages, platform data for business intelligence and reporting.
Cyclr Systems Limited	UK	Integration Platform as a Service. Enables data to flow between Mindful and other client platforms.
Datadog Inc.	USA	Application logging and observability.
Okta Inc	USA	Identity and access management (for Mindful Gov instance only).
Pendo io, Inc.	USA	Mindful application usage and in-app messaging.

Mindful Feedback

Subprocessor Name	Processing Location	Processing Description
Amazon Web Service	USA	Hosts platform data: Telephone numbers, Email addresses, Survey invitations, survey responses.
Amazon Comprehend	US, Canada, EU, Australia	Sentiment analysis
Twilio Inc.	USA	Twilio operates a collection of DNS-addressable network edges around the world, called Edge Locations. Edge Locations allow Mindful to control the geographic location where our application's network traffic enters and exits Twilio's platform.

		Telephone numbers, Survey invitations (via SMS), survey responses (via SMS and telephone calls), meta data sent with telephone calls.
Google LLC (Looker Studio)	USA	Modeled, anonymized application data for business intelligence and reporting.
Google Inc (Google Cloud)	USA	Voice to text transcription of survey responses.
Snowflake Inc.	USA	Survey invitations, survey responses, messages, platform data for business intelligence and reporting.
Cyclr Systems Limited	UK	Integration Platform as a Service. Enables data to flow between Mindful and other client platforms.
Datadog Inc.	USA	Application logging and observability.
Pendo io, Inc.	USA	Mindful application usage and in-app messaging.

Medallia Subsidiaries used for Tech Support and Infrastructure

Medallia employees at its subsidiaries may access Customer Data to provide technical support, cloud operations, product troubleshooting, and infrastructure maintenance.

USA, Canada, Mexico, UK, Czech, Israel, Belgium, Spain, Argentina, Singapore, Australia, India, Philippines, Netherlands, New Zealand.

Basic Technical Support Subprocessors

The Subprocessors listed provide basic technical support & troubleshooting for Medallia products, and may have limited temporary access to personal data if required to resolve a support item.

Subprocessor Name	Processing Location	Processing Description
Effective Teleservices Pvt Ltd (Parent Company Etech Global Services, LLC)	India	Implementation, servicing and technical support.
Infinet-O Philippines, Inc. (Parent Company Infinet-O Global Limited)	Philippines	Technical support.

Optional Servicing Partners

The following are optional servicing partners which are available if requested by a customer in specific regions/locations.

Subprocessor Name	Processing Location	Processing Description
Excers Inc.	USA	Implementation and servicing.
Accenture International Ltd.	Ireland	Implementation and servicing.
SM Technologies Limited	Brazil	Implementation and servicing.
Omega3c S.r.l.	Italy	Implementation and servicing.