THIRD-PARTY SERVICE PROVIDERS

Last update: November 18, 2026.

(Updated Datadog's entry to reflect that it receives technical log metadata, such as IP addresses and user IDs, and a sample of AI prompts and outputs, which may include student answers with user identifiers pseudonymized, used solely for service monitoring, AI quality monitoring and debugging. Added notes clarifying that MtCaptcha processes IP addresses only transiently to detect spam and abuse, and that Zendesk may incidentally receive Student Data included in support requests. **No change in Edpuzzle's use of these providers.** Updated the location of AWS and MongoDB Atlas to reflect the hosting of European schools' data in Frankfurt, Germany).

An Edpuzzle Third-Party Service Provider (**Third-Party Service Provider**) is any external entity engaged by Edpuzzle to support our operations. These include:

- **Subprocessors (Technical)** - Third-Party Service Providers that process personal data on Edpuzzle's behalf (where Edpuzzle is a processor or service provider[1]) in connection with the delivery of our Service. Subprocessors do not process personal data directly on behalf of educational institutions but instead assist Edpuzzle in fulfilling Edpuzzle's role as a processor/service provider of the educational institution. Subprocessors utilized by Edpuzzle (i) will only have access to the information reasonably necessary to provide their service, and (ii) are contractually bound by privacy, security, and confidentiality obligations that are at least as protective as those imposed on Edpuzzle in the data privacy agreements Edpuzzle signs with educational institutions.
- **General Service Providers** - Third-Party Service Providers that support Edpuzzle's internal business operations but do not process personal data on behalf of educational institutions (e.g., CRM, billing).

All Third-Party Service Providers must adhere to Edpuzzle's documented instructions, comply with applicable privacy regulations, and meet appropriate confidentiality and security requirements.

Below is a list of the third-party service providers which, subject to their terms of service and privacy policies as linked below or, where applicable, the agreement they have entered into with Edpuzzle, may have access to personal data of teachers and/or students, depending on the service and/or the context.

[1] The terminology for this role varies based on privacy regulations. For instance, the EU's GDPR and certain US state privacy laws (such as those in Texas, Utah, Connecticut, Colorado, and Virginia) use the term 'Processor.' Meanwhile, others, like the CCPA/CPRA, refer to it as 'Service Provider.

Third-Party service providers (linked to their Privacy Policy)	Location	Type	How does Edpuzzle use the third-party service provider	Student PII	Teacher PII	Data Transfer Mechanism[2]
AWS (Amazon Web Services)	USA; Germany (EU) for schools in Europe[3]	Technical	For hosting and managing Edpuzzle's infrastructure, and for product/service functionality support and improvement	Yes	Yes	DPF
Appcues	USA	Technical	Serve in-service authorized marketing communications to users (teachers only)	No	Yes	DPF
Datadog	USA	Technical	For monitoring the performance and health of our service, debugging, and analyzing anonymized teacher interactions with our Service for its improvement, and monitoring the quality of AI features, which includes storing a sample of AI prompts and outputs.[4]	Yes	Yes	DPF
Google Services	USA	Technical	For analytics ("Google Analytics") in the logged-in service and, only for non-GDPR visitors, in the public-facing website	No	Yes[5]	DPF
Mixpanel	USA	Technical	For analytics in the logged-in service	No	Yes	DPF
MongoDB Atlas	USA; Germany (EU) for schools in Europe	Technical	For securely storing, organizing and searching for data	Yes	Yes	DPF

[2] Only where GDPR/UK GDPR/SWISS DPA apply.
[3] AWS and MongoDB Atlas: since October 24, 2026, the data of schools in Belgium, France, Germany and Ireland, and from November 21, 2026, of schools in the rest of Europe, is hosted and stored in Frankfurt, Germany. Certain processing takes place in the USA, such as AI features through Amazon Bedrock, service monitoring through Datadog, and the temporary processing of backup data to produce anonymized analytics.
[4] Datadog receives technical metadata contained in server logs, such as IP addresses and user IDs, and a sample of AI prompts and outputs, which may include student answers, with user identifiers pseudonymized. This data is used solely to monitor the performance, health and quality of the Service, including its AI features, and for debugging. It is not used to build profiles of or track users. AI monitoring data is retained for a maximum of 15 days.
[5] Only teacher-device level information (such as IP address) which may constitute personal data under applicable laws. Edpuzzle has configured Google Analytics to minimize data collection to the extent possible and not transmit any directly identifying personal information.

Third-Party service providers (linked to their Privacy Policy)	Location	Type	How does Edpuzzle use the third-party service provider	Student PII	Teacher PII	Data Transfer Mechanism[2]
MtCaptcha	USA	Technical	For spam and abuse protection[6]	No	No	DPF
OpenAI	USA	Technical	For certain AI-enabled functionalities of the Edpuzzle Teacher Assist service	No	No	DPF
Edpuzzle BCN, S.L.	Spain (EU)	Technical	Support services (infrastructure, technical and security operations, compliance assistance, etc.)	Incidental	Yes	n/a
Clari (former Groove Labs Inc.)	USA	General Service Provider	For customer engagement	No	Yes	DPF
Hubspot	USA	General Service Provider	As a customer relation management (CRM) service	No	Yes	DPF
Intuit (Quickbooks)	USA	General Service Provider	For invoice management, accounting, billing, and financial recordkeeping	No	Yes	DPF
Salesforce	USA	General Service Provider	For customer management	No	Yes	DPF
Stripe	USA	General Service Provider	As a payment processing service	No	Yes	DPF
Subscript	USA	General Service Provider	For tracking revenue metrics	No	Yes	DPF
Zendesk	USA	General Service Provider	For organizing and handling support requests	Incidental[7]	Yes	DPF

[6] MtCaptcha processes IP addresses only transiently to detect spam and abuse, and anonymizes them non-reversibly (by truncation) before storing them.
[7] Zendesk may incidentally receive Student Data if a requester includes it in a support request.