AdCellerant Subprocessors

updated: February 2026

AdCellerant may use sub-processors, to assist in providing services on its behalf. The sub-processors listed below could have access to data depending on the services being provided. Agreements are in place with each of these subprocessors to ensure the protection, limited use, data privacy, and proper management of any data they may access to provide the agreed-upon services.

Third-Party Vendor	Address	Data Type	Purpose	Types of Personal Data Collected, Processed, Transmitted, Stored or Managed
Attribution LLC	145 Corte Madera Town Center, #445, Corte Madera, CA, 94925, United States	PII	Multi-touch attribution software to understand the customer journey across digital touch points.	Full Name - Email - Home Address
Birdeye	2479 E Bayshore Rd, Suite 188, Palo Alto, CA, 94303, United States	PHI	Consumer communications management services.	Full Name - Email - Phone Number
CallTrackingMetrics	231 Najoles Rd, Suite 500, Millersville, MD, 21108, United States		Consumer communications management services	Full Name - Email - Phone Number - - Additional data types may be included with this service if the caller willfully shared that information on a recorded call.
Claritas	8044 Montgomery Rd, Ste 455, Cincinnati, OH 45236, United States		Customer Database Append	Full Name - Email - Home Address.
Google	1600 Amphitheatre Parkway, Mountain		Organization's Cloud Infrastructure	All data

	View, CA 94043, USA			
LeadMe Media	851 S Federal Highway, Suite 201, Boca Raton, FL 33432, United States		Conversion and attribution measurement services.	Full Name - Email - Home Address
OnSpot	1630 Welton St, Denver, CO 80202, United States		Programmatic Advertising Services.	Home Address
The Trade Desk	42 N. Chestnut Street Ventura, CA 93001, United States		Programmatic Advertising Services.	Email - Home Address
ZyraTalk	42 N. Chestnut Street Ventura, CA 93001, United States		Consumer communications management services	Full Name - Email

Third-Party Services

AdCellerant integrates with certain Third-party websites, services, and software through the use of the Ui.Marketing Ordering Platform Third-party Services. Some Resale Services provided through the use of the Ordering Platform may rely on integration with, or make use of data from other websites, services, and software, e.g., Facebook, Google ("Third Party Services"). Under AdCellerant contracts the Client agrees (and will cause its Advertisers to agree) to be bound by the terms of service of any Third Party Services, including any data privacy or advertising terms applicable to any data Advertisers disclose to, make available to or otherwise exchange with, a Third Party Service, used in connection with the services and that they are solely responsible for ensuring their use of the Third Party Services is in compliance with their terms of service.

The following is an up-to-date list of Third-party services and their corresponding terms of service and data privacy provisions, as applicable.

Third-Party	Terms of Service
Amazon	https://www.amazon.com/gp/help/customer/display.html?nodeId=GLSBYFE9MGKKQXXM
	https://www.amazon.com/gp/help/customer/display.html/?ie=UTF8&nodeId=468496&ref_=a20m_us_fnav_l_prvcy_us
Attribution	https://www.attributionapp.com/terms/
	https://www.attributionapp.com/privacy/
Bing	https://www.microsoft.com/en-us/servicesagreement
	https://about.ads.microsoft.com/en-us/resources/policies/microsoft-advertising-agreement
CallTrackingMetrics	https://www.calltrackingmetrics.com/legal/tos/
	https://www.calltrackingmetrics.com/legal/data-protection-addendum/

Updated February 2025

https://www.calltrackingmetrics.com/legal/privacy/

Criteo   https://www.criteo.com/terms-and-conditions/

Facebook   https://www.facebook.com/legal/terms?ref=fbp-hub

https://www.facebook.com/legal/terms/state-specific

Foursquare   https://location.foursquare.com/legal/terms/siteterms/

https://location.foursquare.com/legal/privacy-center/enterprise/

https://location.foursquare.com/legal/terms/aup/

https://location.foursquare.com/legal/terms/interfaceterms/

Google Ads	https://policies.google.com/terms?hl=en-US
	https://support.google.com/analytics/answer/3379636?hl=en
	https://business.safety.google/adsprocessorterms/
	https://business.safety.google/usaprivacyaddendum/
	https://business.safety.google/rdp/
	https://support.google.com/google-ads/answer/9614122?hl=en
LeadMe	https://www.leadmemedia.com/terms.html
	https://leadmemehttps://leadmemedia.com/privacy.htmldia.com/privacy.html
LinkedIn	https://www.linkedin.com/legal/sas-terms
	https://www.linkehttps://www.linkedin.com/legal/user-agreementdin.com/legal/user-agreement
	https://www.linkedin.com/legal/l/dpa

MNTN, Inc.	https://mountain.com/terms-and-conditions/
	https://mountain.com/data-processing-addendum/
Pinterest	https://policy.pinterest.com/en/terms-of-service
	https://policy.pinterest.com/en/privacy-policy
Reddit	https://redditinc.force.chttps://redditinc.force.com/helpcenter/s/article/REDDIT-ADVERTISING-PLATFORM-TERMSom/helpcenter/s/article/REDDIT-ADVERTISING-PLATFORM-TERMS
Snapchat	https://snap.com/en-US/ad-policies
	https://snap.com/en-US/terms
	https://snap.com/en-US/community-guidelines
	https://snap.com/en-US/terms/data-processing-agreement
StackAdapt Inc.	https://www.stackadapt.com/terms-of-use

stackadapt.com/privacy-policy

TikTok https://www.tiktok.com/legal/page/us/terms-of-service/en

X/Twitter https://x.com/en/tos

Waze https://support.google.com/waze/answer/12373727?sjid=17200522674455149602-NA

Yext https://www.yext.com/terms/product-terms

https://www.yext.com/terms/www.yext.com/terms/us-privacy-addendum

https://www.yext.com/terms/dpa

Zyra Talk https://www.zyratalk.com/terms

https://www.zyratalk.com/platformagreement

https://whttps://www.zyratalk.com/privacyww.zyratalk.com/privacy

https://www.zyratalk.com/partnerterms

AdCellerant contracts also provide the following: "Client understands and acknowledges that AdCellerant does not own or operate any such Third Party Services and AdCellerant makes no representation or warranties in connection with such Third Party Services, including with respect to Client and Advertiser's use of such Third Party Services as integrated and made available through the Ordering Platform. AdCellerant hereby disclaims all liability in connection with Client and Advertiser's use of such Third Party Services, including with respect to any data provided or processed by such Third Party Services. Resale Services offered by AdCellerant may change at any time based on the services and terms of service offered by the Third Party Services."