

## AdCellerant Subprocessors

updated: May 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.

<b>Third-Party Vendor</b>	<b>Address</b>	<b>Data Type</b>	<b>Purpose</b>	<b>Types of Personal Data Collected, Processed, Transmitted, Stored or Managed</b>
<b>Birdeye</b>	2479 E Bayshore Rd, Suite 188, Palo Alto, CA, 94303, United States	PHI	Consumer communications management services.	Full Name - Email - Phone Number
<b>CallTrackingMetrics</b>	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.
<b>Claritas</b>	8044 Montgomery Rd, Ste 455, Cincinnati, OH 45236, United States		Customer Database Append	Full Name - Email - Home Address.
<b>Google</b>	1600 Amphitheatre Parkway, Mountain View, CA 94043, USA		Organization's Cloud Infrastructure	All data
<b>LeadMe Media</b>	851 S Federal Highway, Suite 201, Boca Raton, FL 33432, United States		Conversion and attribution measurement services.	Full Name - Email - Home Address

<b>OnSpot</b>	1630 Welton St, Denver, CO 80202, United States		Programmatic Advertising Services.	Home Address
<b>The Trade Desk</b>	42 N. Chestnut Street Ventura, CA 93001, United States		Programmatic Advertising Services.	Email - Home Address
<b>ZyraTalk</b>	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](https://www.amazon.com/gp/help/customer/display.html/?ie=UTF8&nodeId=468496&ref_=a20m_us_fnav_l_prvcy_us)

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/>

<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/adsprocessor/terms/>

<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://leadmemedia.com/privacy.html>

LinkedIn

<https://www.linkedin.com/legal/sas-terms>

<https://www.linkedin.com/legal/user-agreement>

<https://www.linkedin.com/legal/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	<a href="https://redditinc.force.com/helpcenter/s/article/REDDIT-ADVERTISING-PLATFORM-TERMS">https://redditinc.force.com/helpcenter/s/article/REDDIT-ADVERTISING-PLATFORM-TERMS</a>
Snapchat	<a href="https://snap.com/en-US/ad-policies">https://snap.com/en-US/ad-policies</a> <a href="https://snap.com/en-US/terms">https://snap.com/en-US/terms</a> <a href="https://snap.com/en-US/community-guidelines">https://snap.com/en-US/community-guidelines</a> <a href="https://snap.com/en-US/terms/data-processing-agreement">https://snap.com/en-US/terms/data-processing-agreement</a>
StackAdapt Inc.	<a href="https://www.stackadapt.com/terms-of-use">https://www.stackadapt.com/terms-of-use</a> <a href="https://www.stackadapt.com/privacy-policy">stackadapt.com/privacy-policy</a>
TikTok	<a href="https://www.tiktok.com/legal/page/us/terms-of-service/en">https://www.tiktok.com/legal/page/us/terms-of-service/en</a>
X/Twitter	<a href="https://x.com/en/tos">https://x.com/en/tos</a>
Waze	<a href="https://support.google.com/waze/answer/12373727?sjid=17200522674455149602-NA">https://support.google.com/waze/answer/12373727?sjid=17200522674455149602-NA</a>

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://www.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.”*