

AdCellerant Subprocessors

Updated: February 2025

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	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	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	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.
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/>

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

LinkedIn

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

<https://www.linkedin.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.com/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://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.”