

Landbot Sub-Processors

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Infrastructure Sub-Processors

To support the delivery of our platform, Landbot may engage and use data processors with access to certain User Data. This page contains a list with key information about each subprocessor, including their identity, shared data, location, and role.

We have implemented processes to ensure that all sub-processors comply with applicable data protection laws and regulations, including the General Data Protection Regulation (GDPR).

Vendor Name	Services provided	Data shared	Data residency
Aircall SAS	Cloud-based call center and phone system to call customers or leads.	Customer/lead phone number and call history.	United States
Amplitude, Inc.	Product analytics platform that helps us understanding user behavior by tracking user actions in our app.	User email, full name, phone number, company, and country, plus the history of customer actions within our app.	United States, Germany
Atlassian Pty Ltd.	We use Jira agile project management tool to track and manage development tasks and issues.	Mostly internal notes, however some bug tickets may contain customer data.	Global
Calendly LLC	Online appointment booking service used to schedule meetings with our Customers.	Customer full name, company, and email plus other qualification non-personal questions.	United States
Celonis, Inc.	No-code workflow automation, formerly Integromat.	Basic user data that is collected through chatbots hosted in our websites.	United States
ChartMogul GmbH & Co. KG	Analytics platform to obtain key metrics about our	Key information about our customer base including the	Europe

	subscriber base.	payment history.	
CircleCo, Inc.	Hosting our users' community platform.	Customer full name, email, and any publicly shared messages in the community.	United States
Cloudflare, Inc.	Provides Content Delivery Network (CDN), Load balancing and DDoS protection.	Stores the files uploaded in the conversations.	United States
dbt Labs, Inc.	Cloud solution to develop and schedule the builds of our Data Warehouse.	We don't share data directly with them but they have access to all of our database.	United States
Digital Data Solutions B.V.	Cookie banner and Consent Management tool.	Recorded consent data including anonymized IP address, consent timestamps, user agent details, submission URLs, and the user's consent status.	Europe
Dovetail Research Pty. Ltd.	User research analysis and repository platform.	User personal information like email, company, phone, but especially demographic data.	United States, Europe
Encharge Ltd.	Marketing automation and email campaigns platform.	User email, full name, phone number, company, and country, plus the history of user actions within our app.	Bulgaria
Formagrid Inc.	Airtable is a cloud-based platform for creating and sharing collaborative spreadsheets or relational databases.	User feedback (which sometimes have non-sensitive user data attached) and customer data collected by the Customer Support team onboarding calls.	United States
Functional Software, Inc.	Sentry is an application monitoring and error tracking software to help our engineering team improve our platform.	When there is an unexpected error in our app we send the session data (user's email, full name, company, country) and information about the user's computer and browser.	United States
Google LLC	The majority of Landbot's infrastructure is powered by	Access to all our platform data.	Europe

	Google Cloud Platform.		
Holded Technologies SL	Online accounting, billing, and invoicing software. In charge of sending the invoices to our customers.	Our customer's billing info and payment history.	Europe
Hotjar Limited	A behavior analytics tool that provides us feedback through heatmaps, session recordings, and surveys	User country, IP, device, and operating system. Also stores the user session recording (may contain user private data)	Ireland
Inspectlet	Visitor behaviour analysis to help us better understand any issues our customers may have with the product.	Stores videos containing user behavior in our app. The recordings are not associated with personal information.	United States
Intercom, Inc.	Customer communications platform used by our Customer team to receive assistance tickets.	Support tickets with customers, including their email address, full name, country and the messages and files shared in the conversations.	United States
Klaus	Customer service quality management platform.	User name, email address, company name, and any information shared by the user when providing feedback.	Europe
LinkedIn Corporation	LinkedIn Sales Navigator platform help Sales team tap into LinkedIn's extensive network more effectively.	Prospect/customer names, email addresses, phone number, contact information, etc.	United States
Microsoft Corporation	We use Clarity to help us understand how our users are interacting with our website through session replays and heat-maps.	Information about user interactions, diagnostic events, page events, and custom events. This includes details like time, event type and additional information based on the event type. Also information about the Document Object Model (DOM) and mutation events, used for session playback	Global

MongoDB, Inc.	Flexible database solution for our chatbot platform.	Custom variables, bot configurations, brand stats, chat contacts and AI assistant parameters.	Europe
Notion Labs, Inc.	Web-based app to take notes, add tasks, manage projects, teams, etc.	Internal documents that in rare cases could contain basic user information, like name, company, or email. Users feedback. We use Notion to store sensitive documents from different areas and also performance review are stored here.	Global
PartnerStack Inc.	Online platform for affiliate and referral program management.	Partners information. Also the email of customers that affiliates bring on board are shared with this vendor.	United States
Pipedream, Inc.	Low code integration platform built for developers.	Basic user data that is collected through chatbots hosted in our websites.	United States
Pipedrive Inc.	Web-based Sales CRM to store customer-related information.	Customer email, full name, phone, and the questions and suggestions they do to the Sales team. The platform also contains the emails exchanged between both parties.	Estonia
Slack Technologies, Inc.	Company messaging app and video-communication service.	Company-wide communications (public and private), customer support tickets information, user feedback, communications with external advisors and vendors, etc.	United States
Stripe, Inc.	Credit card payment processing tool.	Customer email address, full name, company name & VAT number, billing address and credit card information.	United States
Sutro Labs Inc.	Census is a reverse ETL provider to connect data	We don't share data directly with them but they have access to our	United States

	from our Data Warehouse to some of the tools our teams use.	data-warehouse data.	
Twilio Inc.	We use SendGrid, a cloud-based SMTP provider, to send emails to our users.	User email, full name and country.	United States
Upraw Media Limited	Marketing agency that collaborates with us to help improve our company growth.	User email, full name, phone number, company name and country.	Netherlands
Userpilot, Inc.	Provides personalized in-app experiences to improve user activation like product tours and announcements.	Web session data including user's name, country and screen viewport height/width.	United States
Varify GmbH	A/B testing and website optimization tool to test different web page versions to improve user engagement and conversions.	User interaction data, device/browser information and in some cases IP address (anonymized and used for geographic targeting).	Germany
Zapier, Inc.	Automation tool to integrate different tools in our marketing campaigns.	Data included in the integration requests with the data collected through chatbots hosted in our websites.	United States
Zendesk, Inc.	Zendesk Sunshine Conversations is one of our WhatsApp Business API providers.	WhatsApp messages between the customers who use this communication channel and the end-users.	United States, Australia, Europe
Zoom Video Communications, Inc.	Video conferencing and web meetings.	Prospect/customer names, email addresses, phone number, contact information, etc.	United States

Feature Specific Sub-Processors

Landbot also engages feature-specific sub-processors to provide additional functionalities and specialized services to our users. These sub-processors come into play only if you choose to opt-in and utilize the corresponding features. They may have access to specific data or perform specific tasks related to the particular integrations utilized.

Vendor Name	Services provided	Data shared	Data residency
360dialog GmbH	Legacy WhatsApp Business API provider integrated in our platform.	Customer information required to create the WhatsApp integration, such as the company name and phone number. WhatsApp messages, including phone numbers, between the customers who use this communication channel and the end-users.	Germany
Formagrid Inc	Airtable is a collaborative database and project management tool.	The user has the option to activate this integration and select which data will be sent from the chatbot when using the integration.	United States
Calendly LLC	Online scheduling tool for booking appointments and meetings.	The user has the option to activate this integration and select which data will be sent from the chatbot when using the integration.	United States
Dialogflow	Conversational AI platform for building chatbots and virtual assistants.	The user has the option to activate this integration and select which data will be sent from the chatbot when using the integration.	United States
Facebook Messenger	Messaging platform for businesses to communicate with customers via Facebook.	Used to support the connection of users' Facebook pages with the chatbots, so message content and other account information are shared.	United States
Google LLC	Google provides Google Sheets platform, a	The user has the option to activate this integration and select which	United States

	web-based spreadsheet software for creating, editing, and sharing spreadsheets.	data will be sent from the chatbot when using the integration.	
HubSpot	CRM, marketing, sales, and customer service software suite.	The user has the option to activate this integration and select which data will be sent from the chatbot when using the integration.	United States
Mailchimp	Email marketing and automation platform.	The user has the option to activate this integration and select which data will be sent from the chatbot when using the integration.	United States
OpenAI, LLC	AI platform that helps us in executing our AI integration functionalities.	If the user does not use any of the AI functionalities (Built-it-for-me, FAQs AI Assistant, Lead Gen AI Assistant, Appointment Scheduling Assistant, AI agents) no data will be processed by this vendor. The processed data will not be used to train OpenAI models, but will be used in an anonymised manner to carry out training actions and enhance the performance of the services.	United States
Pinecone Systems, Inc.	Vector database that powers up the AI FAQs Assistant functionalities.	If the user does not use the AI FAQs Assistant or AI agents no data will be shared with this vendor. In case of using these features, Pinecone will process data uploaded by users in order to provide the services.	Europe
Salesforce	Customer relationship management (CRM) software for sales, service, and marketing.	The user has the option to activate this integration and select which data will be sent from the chatbot when using the integration.	United States
Segment	Customer data platform for collecting and managing	The user has the option to activate this integration and select which	United States

	customer data.	data will be sent from the chatbot when using the integration.	
Twilio Inc.	Our platform uses SendGrid as a cloud-based SMTP provider in order to send emails from the chatbots to our users.	The user has the option to activate this integration and select which data will be sent from the chatbot when using the integration.	United States
Slack Technologies, Inc.	Team collaboration and communication platform.	The user has the option to activate this integration and select which data will be sent from the chatbot when using the integration.	United States
Stripe, Inc.	Online payment processing and merchant services.	The user has the option to activate this integration and select which data will be sent from the chatbot when using the integration.	United States
Useberry User Testing Technologies IKE	Enables A/B testing of new features by collecting feedback from volunteer testers and analyzing user interactions to enhance our product.	User pseudonymized data like country, browser and operating system, in addition to user interactions in our app while performing the usability tests, including video, sound, screen share based on tester configurations.	France, United Kingdom, Germany, United States