



## Who else has your data?

Usually, multiple organizations have access to parts of your data causing a larger digital footprint than expected.

The Lean Data Practices approach is to review where you collect or receive sensitive data. This allows you to manage who has access, what data is collected, and how it is explained.

| Common Outsourced Services  | Example companies                                             | <u>Data Categories</u> commonly received                                                                                         |
|-----------------------------|---------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|
| Survey management           | SurveyMonkey, SurveyGizmo                                     | All of these services typically receive Technical, Interaction, Location, Marketing, Content & Communications of your customers. |
| Email management            | Salesforce, Mailchimp, Bronto, Sendgrid                       |                                                                                                                                  |
| Petition management         | change.org, iPetition,                                        |                                                                                                                                  |
| Event management            | Eventbrite                                                    | This likely includes information that can identify your customers and may be targeted by hackers or law enforcement.             |
| Payment processing          | PayPal, Stripe, Braintree                                     |                                                                                                                                  |
| Advertising management      | DoubleClick                                                   |                                                                                                                                  |
| Link management             | DoubleClick, Bitly                                            | To really know, read your vendor privacy policies and terms of services carefully and ask them questions.                        |
| Analytics and User Journeys | GoogleAnalytics, Google Firebase, LeanPlum, Amplitude, Adjust |                                                                                                                                  |
| Customer Support            | HelpScout, Nicereply, Salesforce, Zendesk                     |                                                                                                                                  |
| Data storage                | AmazonAWS, Microsoft Azure, RackSpace, Google Cloud Services  |                                                                                                                                  |