

## Optimizely Sub-Processors

As of June 15, 2026 — All sub-processors, services, data hosting locations, personal data types, and applicable Optimizely services.

Sub-Processor	Type of Service	Data Hosting Location	Personal Data Type	Applicable Services
Amazon SES <i>(Optional)</i>	Cloud-based Email Services	United States	User provided prompts, user email from login	Optimizely Opal
Amazon Web Services Inc.	Cloud hosting and infrastructure provider	North America, Europe, Asia Pacific (Selection by Customer)	Email data, entity data, website usage data, system usage data, application integration data.	Configured Commerce
Amazon Web Services Inc.	Cloud hosting and infrastructure provider	North America, Europe, Asia Pacific (Selection by Customer)	IP addresses, random unique identifiers and, experiment and event data associated with these identifiers such as elements of the site being tested.	Data Platform
Amazon Web Services Inc.	Cloud hosting and infrastructure provider	North America, Europe (Selection by Customer)	IP address, random unique identifiers and, experiment and event data associated with these identifiers such as elements of the site being tested. IP address is anonymized.	Connect Platform
Amazon Web Services Inc.	Cloud hosting and infrastructure provider	North America	IP address, random unique identifiers, event data.	Content Recommendations
Amazon Web Services Inc.	Cloud hosting and infrastructure provider	United States	IP addresses, random unique identifiers and, experiment and event data associated with these identifiers such as elements of the site being tested.	Web & Feature Experimentation
Amazon Web Services Inc.	Cloud hosting and infrastructure provider	North America, Europe (Selection by Customer)	IP addresses, random unique identifiers and, experiment and event data associated with these identifiers such as elements of the site being tested. IP address is anonymized.	Content Marketing Platform
Amazon Web Services Inc.	Cloud hosting and infrastructure provider	United States	IP addresses, random unique identifiers and, experiment and event data associated with these identifiers such as elements of the site being tested.	Analytics (Formerly Netspring)
Anthropic	Large language model	Varies by user location; processed in nearest data center	User provided prompts and keywords respectively	Optimizely Opal
Bandwidth	SMS Delivery (US and Canada only)	United States	IP addresses, random unique identifiers and, experiment and event data associated with these identifiers such as elements of the site being tested. Telephone numbers of selected recipients (US and Canada only).	Data Platform
Bugsnag	Tracking for bug resolution	North America, Europe	Experiment and event data associated with these identifiers such as elements of the site being tested.	Data Platform
Bugsnag	Tracking for bug resolution	North America, Europe	Experiment and event data associated with these identifiers such as elements of the site being tested.	Connect Platform
CloudFlare Inc.	Content Delivery Network	North America, Europe, Middle East, Asia Pacific (Mapped to Customer's data centre)	IP address, website usage data, system usage data, application integration data.	Campaign
CloudFlare Inc.	Content Delivery Network	North America, Europe, Middle East, Asia Pacific (Mapped to Customer's data centre)	IP address, website usage data, system usage data, application integration data.	Content Management System (PaaS)
CloudFlare Inc.	Content Delivery Network	North America, Europe, Middle East, Asia Pacific (Mapped to Customer's data centre)	IP address, website usage data, system usage data, application integration data.	Commerce Connect
CloudFlare Inc.	Content Delivery Network	North America, Europe, Middle East, Asia Pacific (Mapped to Customer's data centre)	IP address, website usage data, system usage data, application integration data.	Search & Navigation (formerly Personalized Find)
CloudFlare Inc.	Content Delivery Network	North America, Europe, Middle East, Asia Pacific (Mapped to Customer's data centre)	IP address, website usage data, system usage data, application integration data.	Configured Commerce

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CloudFlare Inc.	Content Delivery Network	North America, Europe, Middle East, Asia Pacific (Mapped to Customer's data centre)	IP address, website usage data, system usage data, application integration data.	Connect Platform
CloudFlare Inc.	Content Delivery Network	North America, Europe, Middle East, Asia Pacific (Mapped to Customer's data centre)	IP address, website usage data, system usage data, application integration data.	Content Graph
CloudFlare Inc.	Content Delivery Network	North America, Europe, Middle East, Asia Pacific (Mapped to Customer's data centre)	IP address, website usage data, system usage data, application integration data.	Content Recommendations
CloudFlare Inc.	Content Delivery Network	North America, Europe, Middle East, Asia Pacific (Mapped to Customer's data centre)	IP address, website usage data, system usage data, application integration data.	Product Recommendations
CloudFlare Inc.	Content Delivery Network	North America, Europe, Middle East, Asia Pacific (Mapped to Customer's data centre)	IP address, website usage data, system usage data, application integration data.	Web & Feature Experimentation
CloudFlare Inc.	Content Delivery Network	North America, Europe, Middle East, Asia Pacific (Mapped to Customer's data centre)	IP address, website usage data, system usage data, application integration data.	Content Management System (SaaS)
Datadog	Observability and Alerting	United States	IP address, website usage data, system usage data, application integration data.	Search & Navigation (formerly Personalized Find)
Datadog	Observability and Alerting	United States	IP address, website usage data, system usage data, application integration data.	Configured Commerce
Datadog	Observability and Alerting	United States	IP address, random unique identifiers and, experiment and event data associated with these identifiers such as elements of the site being tested.	Data Platform
Datadog	Observability and Alerting	United States	Experiment and event data associated with server level events of the site being tested.	Connect Platform
Datadog	Observability and Alerting	United States	IP address, website usage data, system usage data, application integration data.	Content Graph
Datadog	Observability and Alerting	United States	IP address, random unique identifiers, event data.	Content Recommendations
Datadog	Observability and Alerting	United States	Website usage data, system usage data, application integration data.	Product Recommendations
Datadog	Observability and Alerting	United States	IP address, random unique identifiers and, experiment and event data associated with these identifiers such as elements of the site being tested.	Web & Feature Experimentation
Datadog	Observability and Alerting	United States	IP address, random unique identifiers and event data.	Content Management System (SaaS)
Datadog	Observability and Alerting	United States	IP address, random unique identifiers and event data.	Campaign
Datadog	Observability and Alerting	United States	IP address, random unique identifiers and event data.	Community API
Datadog	Observability and Alerting	United States	IP address, random unique identifiers and event data.	Content Management System (PaaS)
Datadog	Observability and Alerting	United States	IP address, random unique identifiers and event data.	Content Marketing Platform
Datadog	Observability and Alerting	United States	IP address, random unique identifiers and event data.	Commerce Connect
Datadog	Observability and Alerting	United States	Website usage data, system usage data, application integration data.	Optimizely Opal
Deutsche Telekom	SMS delivery and RCS messaging	Europe	Telephone Number, User provided personal data.	Campaign
Full Story	User Session Recording (US region customers only)	United States	IP addresses, random unique identifiers and, experiment and event data associated with these identifiers such as elements of the site being tested.	Data Platform

Sub-Processor	Type of Service	Data Hosting Location	Personal Data Type	Applicable Services
Full Story	User Session Recording (US region customers only)	United States	IP addresses, random unique identifiers and, experiment and event data associated with these identifiers such as elements of the site being tested.	Connect Platform
Full Story	User Session Recording (US region customers only)	United States	IP addresses, random unique identifiers and, experiment and event data associated with these identifiers such as elements of the site being tested.	Optimizely Opal
Full Story	User Session Recording (US region customers only)	United States	IP addresses, random unique identifiers and, experiment and event data associated with these identifiers such as elements of the site being tested.	Content Marketing Platform
Google Analytics (Optional)	Google Analytics use is optional and may be enabled. If disabled the Optimizely customer will need to supply their own solution or certain functionality may be limited	United States	IP addresses, random unique identifiers and, experiment and event data associated with these identifiers such as elements of the site being tested.	Content Management System (PaaS)
Google Analytics (Optional)	Google Analytics use is optional and may be enabled. If disabled the Optimizely customer will need to supply their own solution or certain functionality may be limited	United States	IP addresses, random unique identifiers and event data associated with these identifiers.	Content Marketing Platform
Google Analytics (Optional)	Google Analytics use is optional and may be enabled. If disabled the Optimizely customer will need to supply their own solution or certain functionality may be limited	United States	IP addresses, random unique identifiers and, experiment and event data associated with these identifiers such as elements of the site being tested.	Configured Commerce
Google Cloud	Cloud Service Provider	United States, Europe	IP addresses, random unique identifiers and, experiment and event data associated with these identifiers such as elements of the site being tested.	Web & Feature Experimentation
Google Cloud (Optional)	Cloud Service Provider. Can be replaced with a third party service	United States	IP addresses, random unique identifiers and, experiment and event data associated with these identifiers such as elements of the site being tested.	Configured Commerce
Google Cloud	Cloud Service Provider	Europe	Email data, entity data, website usage data, system usage data, application integration data.	Campaign
Google Cloud	Cloud Service Provider	United States	IP addresses, random unique identifiers and event data associated with these identifiers.	Content Marketing Platform
Google Cloud	Cloud Service Provider	United States	IP addresses, user email from login and data associated with these identifiers such as elements/objects of the site.	Optimizely Opal
Google Cloud	Cloud Service Provider	United States	IP addresses, user email from login and data associated with these identifiers such as elements/objects of the site.	Analytics (Formerly Netspring)
Google Gemini	Large language model	Varies by user location; processed in nearest data center	User provided prompts and keywords respectively.	Optimizely Opal
Link Mobility	SMS Delivery	Europe	Telephone Number, User provided personal data.	Campaign
Litmus	Email rendering testing across browsers	United States	IP addresses, random unique identifiers and, experiment and event data associated with these identifiers such as elements of the site being tested.	Data Platform
LogRocket	Front-end monitoring and session replay	United States	Netspring users email addresses.	Analytics (Formerly Netspring)
Looker (a Google company)	Data modelling and visualization platform	North America, Europe, Middle East, Asia Pacific	Email data, entity data, website usage data, system usage data, application integration data.	Configured Commerce
Microsoft Inc. Azure	Cloud Service Provider	North America, Europe, Middle East, Asia Pacific (Selection by Customer)	Email data, website usage data, application integration data.	Content Management System (PaaS)
Microsoft Inc. Azure	Cloud Service Provider	North America, Europe, Middle East, Asia Pacific (Selection by Customer)	Email data, entity data, website usage data, system usage data, application integration data.	Commerce Connect
Microsoft Inc. Azure	Cloud Service Provider	North America, Europe (Selection by Customer)	Website usage data, system usage data, application integration data and other data submitted.	Search & Navigation (formerly Personalized Find)
Microsoft Inc. Azure	Cloud Service Provider	North America, Europe, Middle	Website usage data, system usage data, application integration data.	Community API

Sub-Processor	Type of Service	Data Hosting Location	Personal Data Type	Applicable Services
		East, Asia Pacific (Selection by Customer)		
Microsoft Inc. Azure	Cloud Service Provider	North America, Europe, Middle East, Asia Pacific (Selection by Customer)	Website usage data, system usage data, application integration data.	Content Graph
Microsoft Inc. Azure	Cloud Service Provider	North America, Europe, Middle East, Asia Pacific (Selection by Customer)	Email data, entity data, website usage data, system usage data, application integration data.	Configured Commerce
Microsoft Inc. Azure	Cloud Service Provider	North America, Europe, Asia Pacific (Selection by Customer)	IP address, random unique identifiers, event data.	Content Recommendations
Microsoft Inc. Azure	Cloud Service Provider	North America, Europe (Selection by Customer)	Email data, entity data, website usage data, system usage data, application integration data.	Product Recommendations
Microsoft Inc. Azure	Cloud Service Provider	North America, Europe, Middle East, Asia Pacific (Selection by Customer)	Email data, entity data, website usage data, system usage data, application integration data.	Content Management System (SaaS)
Mongo DB Atlas	Database	United States	IP addresses, random unique identifiers and, experiment and event data associated with these identifiers such as elements of the site being tested.	Search & Navigation (formerly Personalized Find)
Mongo DB Atlas	Database	United States	IP addresses, random unique identifiers and event data associated with these identifiers.	Content Marketing Platform
Mongo DB Atlas	Database	United States	IP addresses, random unique identifiers and event data associated with these identifiers.	Community API
Okta (Optional)	User Authentication and Authorization is via OptiID. Customer can optionally bring in their own SSO.	United States	IP addresses and random unique identifiers such as cookie ID or similar identifier.	Content Marketing Platform
Okta	User Authentication and Authorization is via OptiID. Customer can optionally bring in their own SSO.	United States	IP addresses and random unique identifiers such as cookie ID or similar identifier.	Content Management System (PaaS)
Okta	User Authentication and Authorization is via OptiID. Customer can optionally bring in their own SSO.	United States	IP addresses and random unique identifiers such as cookie ID or similar identifier.	Search & Navigation (formerly Personalized Find)
Okta	User Authentication and Authorization is via OptiID. Customer can optionally bring in their own SSO.	United States	IP addresses and random unique identifiers such as cookie ID or similar identifier.	Commerce Connect
Okta	User Authentication and Authorization is via OptiID. Customer can optionally bring in their own SSO.	United States	IP addresses and random unique identifiers such as cookie ID or similar identifier.	Content Graph
Okta	User Authentication and Authorization is via OptiID. Customer can optionally bring in their own SSO.	United States	IP addresses and random unique identifiers such as cookie ID or similar identifier.	Configured Commerce
Okta	User Authentication and Authorization is via OptiID. Customer can optionally bring in their own SSO.	United States	IP addresses and random unique identifiers such as cookie ID or similar identifier.	Data Platform
Okta	User Authentication and Authorization is via OptiID. Customer can optionally bring in their own SSO.	United States	IP addresses and random unique identifiers such as cookie ID or similar identifier.	Connect Platform
Okta	User Authentication and Authorization is via OptiID. Customer can optionally bring in their own SSO.	United States	IP addresses and random unique identifiers such as cookie ID or similar identifier.	Content Recommendations
Okta	User Authentication and Authorization is via OptiID. Customer can optionally bring in their own SSO.	United States	IP addresses and random unique identifiers such as cookie ID or similar identifier.	Product Recommendations
Okta	User Authentication and Authorization is via OptiID. Customer can optionally bring in their own SSO.	United States	IP addresses and random unique identifiers such as cookie ID or similar identifier.	Web & Feature Experimentation
Okta (Optional)	User Authentication and Authorization is via OptiID.	United States	IP addresses and random unique identifiers such as cookie ID or similar identifier.	Campaign

Sub-Processor	Type of Service	Data Hosting Location	Personal Data Type	Applicable Services
	Customer can optionally bring in their own SSO.			
Okta	User Authentication and Authorization is via OptiID. Customer can optionally bring in their own SSO.	United States	IP addresses and random unique identifiers such as cookie ID or similar identifier.	Content Management System (SaaS)
Okta	User Authentication and Authorization is via OptiID. Customer can optionally bring in their own SSO.	United States	IP addresses and random unique identifiers such as cookie ID or similar identifier. Netspring users email addresses, First and Last Names.	Analytics (Formerly Netspring)
Okta	User Authentication and Authorization is via OptiID. Customer can optionally bring in their own SSO.	United States	IP addresses and random unique identifiers such as cookie ID or similar identifier.	Optimizely Opal
ScyllaDB	Database	North America, Europe, Asia Pacific (Selection by Customer)	IP addresses, random unique identifiers and, experiment and event data associated with these identifiers such as elements of the site being tested.	Data Platform
Segment	Customer Data Platform	United States	Netspring users email addresses.	Analytics (Formerly Netspring)
Segment	Customer Data Platform	United States	Application usage data.	Optimizely Opal
SEMRush	SEO Analytics	United States	User provided prompts and keywords respectively.	Optimizely Opal
Sentry	Observability - App Event Management	United States	Application events.	Optimizely Opal
Sinch Germany GmbH	SMS Delivery	Europe	Telephone Number, User provided personal data.	Campaign
Snowflake	Database	North America, Europe, Asia Pacific	IP addresses, random unique identifiers and, experiment and event data associated with these identifiers such as elements of the site being tested.	Data Platform
Snowflake	Database	United States	IP addresses, random unique identifiers and, experiment and event data associated with these identifiers such as elements of the site being tested.	Web & Feature Experimentation
Snowflake	Database	United States	IP addresses, random unique identifiers and, experiment and event data associated with these identifiers such as elements of the site being tested. Netspring users email addresses.	Analytics (Formerly Netspring)
Snowflake	Database	North America, South America, Europe, Middle East, Asia Pacific	IP addresses, random unique identifiers and, experiment and event data associated with these identifiers such as elements of the site being tested.	Optimizely Opal
Tray.io (Optional)	AWS App Integrations	United States	IP addresses, random unique identifiers and event data associated with these identifiers.	Content Marketing Platform
Twilio Send Grid	Cloud-based Email Services	United States	Website usage data, system usage data, application integration data.	Web & Feature Experimentation
Twilio Send Grid (Optional)	Cloud-based Email Services	United States (Can be disabled by Customer)	Website usage data, system usage data, application integration data. *Can be disabled or replaced with a 3rd party ESP service	Content Management System (PaaS)
Twilio Send Grid (Optional)	Cloud-based Email Services	United States (Can be disabled by Customer)	Website usage data, system usage data, application integration data. *Can be disabled or replaced with a 3rd party ESP service	Commerce Connect
Twilio Send Grid	Cloud-based Email Services	United States	IP addresses, random unique identifiers and, experiment and event data associated with these identifiers such as elements of the site being tested.	Data Platform
Twilio Send Grid (Optional)	Cloud-based Email Services	United States (Can be disabled by Customer)	Website usage data, system usage data, application integration data. *Can be disabled or replaced with a 3rd party ESP service	Content Management System (SaaS)
Upper Quadrant	Ecommerce Integrations	United States	IP addresses, random unique identifiers and, experiment and event data associated with these identifiers such as elements of the site being tested.	Data Platform
Vonage B.V.	WhatsApp	Europe	Telephone Number, Message Content	Campaign