

Creatopy Third-Party Providers with access to personal data

V 1.0 – Feb 08, 2021

Analytics

In order to understand the use of our service we need to allow site analytics tools to access some information regarding your site usage. Such tools are Google Analytics and Hotjar. The information we collect through these third-party services includes your IP address, your device type and Operating System, your Internet browser, your location, the pages on our website you have visited, the actions you've performed on these pages (including recordings of your interactions, such as movements, mouse clicks), and actions you've performed in our online app (such as number of banners you have created, upload and download history).

CRM and email providers

Our business email addresses are managed by Google, so every email that you send to any employee will be accessed through Google Mail. We send out automated transactional emails (emails regarding account registration and payments) through Mailgun, which has access to email addresses of end users. For CRM and for promotional emails we use Intercom, Mailchimp and ActiveCampaign. In order to perform their functions, Intercom and ActiveCampaign have access to various metrics and information regarding our users, including actions performed on our site. Intercom collects publicly available contact and social information related to you, such as your email address, company, job title, social network handles and physical location, to optimize your user experience. For more information, please visit [this page](#). If you would like to opt out of having this information collected by or submitted to Intercom, please contact us.

Customer Support and Account Management

In order to deliver the best possible customer experience, we have integrated tools such as Zendesk that may have access to your personal data. We use Zendesk in our daily business operations to keep track of tickets opened by our customers for technical and billing support purposes, and also to keep track of certain usage and billing information so that we can provide all our users with a high level of service and uninterrupted usage of our Service.

Development and maintenance

For the technical development and maintenance of our Service we have partnered with Jumpeye Creative Media SRL. They are responsible with developing new features, improving existing ones, fixing bugs etc. For this purpose, they will have access to your personal data in order to ensure the proper functioning and delivery of the Service.

Marketing & Advertising

We use services from certain providers to better understand your web navigation habits and to collect some additional information in order to be able to deliver to you only those marketing messages that are suited to you and that could bring extra value to your activity on the Creatopy Site. At the time this document goes into effect, these providers are ActiveCampaign and Clearbit. We also engage advertising tools and platforms (including, but not limited to Google Ads, Bing Ads, Facebook Ads, Twitter Ads, Reddit Ads, Quora Ads, Yahoo Gemini Ads, Capterra and G2Crowd) to run interest-based ads for Creatopy and for brand promotion. In order to run ads, we need to allow advertisers to get information about site visits and visitors, through the use of cookies and other tracking methods, including Google Tag Manager. In order to measure the effectiveness of ad campaigns we allow Supermetrics, Adalysis and Optymzr to access data regarding the performance of our ad campaigns. To opt out of Google's use of cookies, please visit the [Google Advertising opt-out page](#). To opt out of targeted Facebook advertising, please visit [this page](#). Please note however this does not opt you out of being delivered advertising. You will continue to receive generic ads.

Payment processors and reports

We share your payment info with payment service providers (including, but not limited to, Stripe, PayPal and Braintree) and subscription management platforms (Recurly) to process payments, to manage subscriptions, to prevent, detect and investigate frauds and for dispute resolutions

(chargebacks, claims, refunds). We also use a 3rd party payment analytics tool (ChartMogul) to keep track of our business growth. ChartMogul has access to orders, but it does not have access to credit card details.

Server storage and management

We use Amazon Web Services (AWS) for cloud services, database backup and storage. All the data that Creatopy collects directly through its Service and all the content uploaded or created by users on the Creatopy App are hosted on AWS. For more information about AWS please visit <https://aws.amazon.com>.