

NovoEd Subprocessors

Updated 6/12/2018

Vendor	Processing Role	Location of Processing
<i>For providing and supporting the NovoEd service...</i>		
Box	Used for previewing files uploaded by users. File previews are saved on box	US
Google viewer (cloud)	Used as failover backup to box to preview of files uploaded by users if not previewed by Box. Files are not saved on google	US
Amazon Web Services (AWS)	Hosting for storing, and processing data, for delivering files	US
Chartio	Reports for billing and support purposes	US
Zendesk	Helpdesk used for support and maintenance ticketing process as well as admin and user knowledge base	US
Google Analytics	Used for business analytics in order to improve services (anonymized data)	US
Mandrill	Used for sending of emails in app for course registration, notifications, and activity digest	US
CloudTrail	Used for log analysis for support and improvement of service	US
Honey Badger	Used to log and alert for 500 server errors for support and to improve quality of service	US
New Relic	Used for performance monitoring, anonymized data only	US
Braintree	Payment processing for paid courses using NovoEd payment provider. This is not used when customer uses their own payment provider (e.g. shopify)	US
<i>For Sales and Marketing...</i>		
Hubspot	Use of Hubspot Sales, Marketing, and CRM apps for marketing and sales activities as well as sending of customer communications (newsletters, product announcements, support notices, etc.)	US
Salesforce	Salesforce CRM and Resource Hero, for sales, marketing, and account management (e.g. renewals)	US
Chartio	Used to create reports from multiple data sources	US
DataHero	Used to create reports from Salesforce data, etc	US
Google G Suite	Google Drive, Google Sheets may be used for tracking marketing activity, event registration lists, etc.	US
Google Analytics	Marketing website analytics	US
GoToWebinar	For hosting live webinars with customers and prospects	US
EventBrite	Marketing and registration of marketing events	US