



SalesHub, LLC

Privacy Policy

Last Updated: June 2025

Effective Date: June 1, 2025

saleshub.info | privacy@saleshub.info | 1-833-733-2468
1853 Piedmont Rd Suite 301, Marietta, GA 30066, USA

1. Introduction

SalesHub, LLC ('SalesHub,' 'we,' 'us,' or 'our') is a Salesforce Independent Software Vendor (ISV) headquartered at 1853 Piedmont Rd Suite 301, Marietta, GA 30066, USA. We develop and publish the NPS Survey App for Salesforce ('the Application') on the Salesforce AppExchange.

This Privacy Policy describes how SalesHub collects, uses, processes, and protects personal data in connection with our Application, website (saleshub.info), and related services. We are committed to protecting your privacy and handling your data with transparency and care.

If you have any questions about this policy, please contact our Privacy Officer (see Section 10).

2. Scope and Applicability

This Privacy Policy applies to:

- Personal data processed through the SalesHub NPS Survey Application installed in your Salesforce org
- Personal data collected through our website, saleshub.info
- Personal data provided to us during sales, support, and procurement activities

SalesHub operates as a data processor with respect to personal data stored in your Salesforce org. You (the customer) are the data controller. SalesHub operates as a data controller with respect to data you provide directly to SalesHub (e.g. account and billing information).

3. Data We Collect and Process

3.1 Data processed within your Salesforce org

The SalesHub NPS Survey Application is 100% native to the Salesforce platform. All survey response data, including Net Promoter Score (NPS), Customer Satisfaction (CSAT), and Customer Effort Score (CES) data, is stored exclusively within your own Salesforce org. This data includes:

- Survey responses linked to Salesforce Contact and Account records
- Open-text feedback and comments provided by survey respondents
- Calculated scores and sentiment classifications
- AI-generated insights and workflow trigger records

SalesHub does not replicate, transfer, or independently store this data on SalesHub infrastructure. Your data remains under your full control within your Salesforce environment at all times.

3.2 Data processed by our AI layer

To provide AI-powered sentiment analysis and response classification, open-text survey responses may be transmitted to the Anthropic Claude API for processing. This processing is:

- Transient and stateless — Anthropic does not store or retain the content of API requests
- Used solely to return a sentiment classification or summary back to your Salesforce org
- Not used by Anthropic to train AI models, per Anthropic's API data usage policy

Customers who have strict data residency requirements or wish to disable AI processing may do so by disabling the AI Analysis feature within the Application settings. When this feature is disabled, no data is transmitted outside your Salesforce org.

3.3 Data collected via our website

When you visit saleshub.info, we may collect:

- Standard web server log data (IP address, browser type, pages visited, timestamps)
- Contact form submissions including name, email, company, and message
- Cookie and analytics data (see Section 7)

3.4 Data provided during sales and support

We may collect business contact information (name, email, phone, company) provided voluntarily during sales inquiries, product demonstrations, support requests, or procurement questionnaires.

4. Sub-processors

As a data processor acting on your behalf, SalesHub engages the following sub-processors to provide our services. We ensure each sub-processor provides appropriate contractual and technical safeguards:

Sub-processor	Purpose	Data location	Compliance
Salesforce, Inc.	Platform & data storage — all customer data resides in the customer's Salesforce org	Customer's selected Salesforce region (US, EU, etc.)	SOC 2 Type II, ISO 27001, GDPR. See trust.salesforce.com
Anthropic PBC	AI sentiment analysis of open-text survey responses (transient, stateless processing only)	United States	API data usage policy: data not stored or used for training. See anthropic.com/privacy

We will notify customers of any material change to our sub-processor list with at least 30 days' notice by email or in-app notification. You may request an up-to-date sub-processor list at any time by contacting privacy@saleshub.info.

5. How We Use Personal Data

SalesHub uses personal data for the following purposes:

- Delivering the NPS Survey Application and its features to you as a customer
- AI-assisted analysis and classification of survey responses (within Anthropic API, transiently)
- Customer support, onboarding, and technical assistance
- Processing sales inquiries and managing customer accounts
- Sending product updates, security notices, and service communications
- Complying with legal obligations

We do not sell personal data to third parties. We do not use personal data for advertising or profiling purposes.

6. Data Retention and Deletion

6.1 Data in your Salesforce org

Because SalesHub is 100% Salesforce-native, all survey and response data is governed by your own Salesforce org's data retention and deletion policies. You retain full control over data

retention, deletion, export, and right-to-erasure requests for all data stored in your Salesforce environment.

SalesHub does not independently maintain copies of this data and cannot be required to produce or delete it — all such requests should be managed through your Salesforce administration.

6.2 Business contact data held by SalesHub

We retain business contact and account data for as long as your account is active or as needed to provide services. Upon account termination, we will delete or anonymize your business contact data within 90 days unless we are required to retain it for legal or regulatory purposes.

6.3 Website and analytics data

Website log data and analytics data are retained for up to 12 months.

7. Cookies and Tracking Technologies

Our website (saleshub.info) uses cookies and similar tracking technologies to:

- Understand how visitors use our website (analytics)
- Remember your preferences
- Improve website performance

You can control cookies through your browser settings. Our Application does not place cookies in your Salesforce org — all Application preferences are stored in Salesforce custom settings.

8. GDPR Rights (EU/UK Data Subjects)

If you are located in the European Union, European Economic Area, or United Kingdom, you have the following rights under the General Data Protection Regulation (GDPR) or UK GDPR:

- Right of access to you: You may request a copy of personal data we hold about you
- Right to rectification: You may request correction of inaccurate personal data
- Right to erasure ('right to be forgotten'): You may request deletion of your personal data, subject to our legal obligations
- Right to restrict processing: You may request that we limit how we process your data
- Right to data portability: You may request your data in a machine-readable format
- Right to object: You may object to certain types of processing
- Rights related to automated decision-making: You have rights relating to automated decisions that significantly affect you

To exercise any of these rights, please contact our Privacy Officer at privacy@saleshub.info. We will respond to all requests within 30 days.

For data stored within your Salesforce org, please note that these requests are most effectively managed through your Salesforce administrator, as SalesHub does not independently hold or control this data.

You also have the right to lodge a complaint with your local data protection authority. In the EU, supervisory authority contact details are available at edpb.europa.eu.

9. CCPA Rights (California Residents)

If you are a California resident, you have the following rights under the California Consumer Privacy Act (CCPA) and the California Privacy Rights Act (CPRA):

- Right to know - You may request disclosure of the categories and specific pieces of personal information we have collected about you
- Right to delete - You may request deletion of personal information we have collected from you, subject to certain exceptions
- Right to correct - You may request correction of inaccurate personal information
- Right to opt-out of sale or sharing - SalesHub does not sell or share personal information for cross-context behavioral advertising
- Right to limit use of sensitive personal information - We do not use sensitive personal information beyond what is necessary to provide our services
- Right to non-discrimination - We will not discriminate against you for exercising your CCPA/CPRA rights

To exercise your California privacy rights, please contact us at privacy@saleshub.info or call 1-833-733-2468. We will verify your identity before processing your request.

10. Privacy Officer and Contact Information

SalesHub has designated a Privacy Officer responsible for overseeing compliance with this Privacy Policy and applicable privacy laws.

Privacy Officer	Rashed Chowdhury, Managing Partner
Email	privacy@saleshub.info
Phone	1-833-733-2468
Address	1853 Piedmont Rd Suite 301, Marietta, GA 30066, USA

11. Security

SalesHub implements appropriate technical and organisational security measures to protect personal data, including:

- All data encrypted in transit via TLS 1.2 or higher
- Data at rest encrypted via Salesforce platform encryption (AES-256)
- Role-based access control and field-level security enforced through Salesforce Permission Sets
- No SalesHub employee has access to data stored in customer Salesforce orgs
- API integrations use Named Credentials — no hardcoded credentials
- Our Application has passed Salesforce AppExchange Security Review

In the event of a personal data breach affecting data under our control, we will notify affected customers without undue delay and, where feasible, within 72 hours of becoming aware of the incident.

12. Changes to This Policy

We may update this Privacy Policy from time to time. When we make material changes, we will notify customers by email and by posting an updated policy at saleshub.info/privacy-policy with a new 'Last Updated' date. We encourage you to review this policy periodically.