



## SalesHub, LLC

### Data Processing Addendum

Last Updated: June 2025

Effective Date : June 1, 2025

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#### Recitals

This Data Processing Addendum ('DPA') is entered into between SalesHub, LLC ('Processor' or 'SalesHub') and the entity identified as the customer on the applicable order form or service agreement ('Controller' or 'Customer').

This DPA forms part of and is subject to the terms of the Master Subscription Agreement or other written agreement between the parties governing the use of SalesHub's services (the 'Agreement'). In the event of a conflict between this DPA and the Agreement, this DPA shall prevail with respect to data protection matters.

The parties agree as follows:

#### Article 1 - Definitions

In this DPA, the following terms have the meanings set forth below:

- "Controller" means the entity that determines the purposes and means of Processing of Personal Data.
- "Processor" means the entity that Processes Personal Data on behalf of the Controller.
- "Personal Data" means any information relating to an identified or identifiable natural person.
- "Processing" means any operation performed on Personal Data.
- "Data Subject" means the natural person to whom Personal Data relates.
- "Sub-processor" means any third party engaged by SalesHub to process Personal Data.
- "Data Protection Law" means all applicable privacy and data protection laws, including GDPR, UK GDPR, and CCPA/CPRA as applicable.

- "GDPR" means Regulation (EU) 2016/679 of the European Parliament and of the Council.
- "Services" means the SalesHub NPS Survey Application and related services as defined in the Agreement.

## Article 2 - Processing of Personal Data

### 2.1 Scope and purpose

SalesHub shall process Personal Data only as necessary to provide the Services and only on documented instructions from Customer, unless required to do so by applicable law.

### 2.2 Nature of processing

SalesHub processes Personal Data in the following ways:

- Storing survey response data within Customer's own Salesforce org (data never leaves Customer's Salesforce environment)
- Transmitting open-text survey responses to the Anthropic Claude API for AI sentiment analysis (transient, stateless processing — data is not retained by Anthropic)
- Processing Customer business contact information for account management and support

### 2.3 Instructions

Customer's instructions to SalesHub are set forth in the Agreement and this DPA. Customer may issue additional reasonable instructions during the term of the Agreement. SalesHub will promptly inform Customer if it believes an instruction infringes applicable Data Protection Law.

## Article 3 - Obligations of SalesHub

SalesHub agrees to:

1. Process Personal Data only on Customer's documented instructions
2. Ensure that personnel authorized to process Personal Data are subject to confidentiality obligations
3. Implement and maintain appropriate technical and organizational security measures as described in Annex B
4. Not engage any new Sub-processor without providing Customer at least 30 days' prior notice and the opportunity to object
5. Assist Customer, insofar as reasonably practicable, in fulfilling its obligations to respond to Data Subject requests
6. Assist Customer in ensuring compliance with security, breach notification, impact assessment, and prior consultation obligations
7. At Customer's choice, delete or return all Personal Data upon termination of services
8. Make available all information necessary to demonstrate compliance with this DPA

9. Notify Customer without undue delay, and within 72 hours where feasible, upon becoming aware of a Personal Data breach

## **Article 4 - Sub-processors**

### **4.1 Authorization**

Customer provides general authorization for SalesHub to engage Sub-processors. SalesHub's current Sub-processors are listed in Annex C.

### **4.2 New Sub-processors**

SalesHub will notify Customer at least 30 days before engaging a new Sub-processor or making material changes to existing Sub-processor arrangements. Customer may object to a new Sub-processor on reasonable grounds related to data protection within 14 days of notice. If Customer objects and the parties cannot reach a resolution, Customer may terminate the relevant services without penalty.

### **4.3 Sub-processor obligations**

SalesHub imposes data protection obligations on Sub-processors equivalent to those set out in this DPA. SalesHub remains liable to Customer for the performance of Sub-processors' obligations.

## **Article 5 - Data Subject Rights**

SalesHub shall, to the extent legally permitted, promptly notify Customer of any request received directly from a Data Subject. SalesHub shall not respond to Data Subject requests without Customer's documented instruction, unless required by law.

Because the majority of Personal Data is stored within Customer's Salesforce org, Customer (as Controller) is best positioned to manage Data Subject requests directly through Salesforce administration. SalesHub will provide reasonable assistance upon request.

## **Article 6 - Security**

SalesHub shall implement and maintain the technical and organizational measures set out in Annex B, which provide a level of security appropriate to the risk. SalesHub shall regularly test and evaluate the effectiveness of these measures.

## **Article 7 - Personal Data Breach**

In the event of a Personal Data Breach involving Personal Data processed under this DPA, SalesHub shall:

10. Notify Customer without undue delay and, where feasible, within 72 hours of becoming aware of the breach
11. Provide Customer with sufficient information to allow Customer to meet its own breach reporting obligations
12. Cooperate with Customer and take reasonable steps to mitigate the effects of and to remediate the breach

Breach notifications will be delivered to the email address on file for the Customer account and will include: the nature of the breach, categories and approximate number of records involved, likely consequences, and measures taken or proposed.

## **Article 8 - International Transfers**

Where the Services involve a transfer of Personal Data to a country outside the European Economic Area (EEA) or UK, SalesHub shall ensure that such transfer is subject to appropriate safeguards in accordance with applicable Data Protection Law.

Specifically: all data stored within the SalesHub Application resides in Customer's Salesforce org in the region selected by Customer. The only cross-border transfer that may occur is the transient transmission of open-text survey responses to the Anthropic Claude API (US), which is subject to Anthropic's data processing terms. Customers may disable this feature to eliminate any cross-border transfer.

## **Article 9 - Term and Termination**

This DPA is effective as of the date the Agreement is executed and remains in force for the duration of the Agreement. Upon expiration or termination of the Agreement, SalesHub shall, at Customer's election, delete or return all Personal Data and delete existing copies, except where retention is required by law.

## **Article 10 - Liability**

Each party's liability under this DPA is subject to the limitations of liability set out in the Agreement. Nothing in this DPA limits either party's liability to Data Subjects or to supervisory authorities under applicable Data Protection Law.

## **Article 11 - Governing Law**

This DPA is governed by the laws of the State of Georgia, USA, unless required otherwise by applicable Data Protection Law. For customers subject to GDPR, this DPA incorporates the Standard Contractual Clauses (SCCs) issued by the European Commission where required by applicable law.

## Agreed and Accepted

<b>Data Processor — SalesHub, LLC</b>
Signature: <u><i>Rashed Chowdhury</i></u>
Name: Rashed Chowdhury
Title: Managing Partner, SalesHub LLC
Date: June 1 / 2025

## Annex A - Details of Processing

Field	
<b>Subject matter</b>	Processing of customer feedback survey data (NPS, CSAT, CES) and related Salesforce records
<b>Duration</b>	For the duration of the Agreement, plus any legally required retention period
<b>Nature of processing</b>	Collection, storage, transmission, analysis, classification, and automated workflow triggering
<b>Purpose</b>	Delivery of SalesHub NPS Survey Application features as described in the Agreement
<b>Categories of data subjects</b>	Customer's customers, contacts, employees, and other individuals whose feedback is collected via the Application
<b>Categories of personal data</b>	Names, email addresses, company names, NPS/CSAT/CES scores, open-text feedback, Salesforce record IDs
<b>Sensitive data</b>	None collected by design. Customers must not collect special category data through the Application without prior agreement.

## Annex B - Technical and Organizational Security Measures

SalesHub implements the following security measures:

Encryption:

- All data encrypted in transit via TLS 1.2 or higher
- Data at rest encrypted via Salesforce platform encryption (AES-256)

Access control:

- Role-based access control enforced via Salesforce Permission Sets and Permission Set Groups
- Field-Level Security (FLS) applied to all PII and sensitive fields
- No SalesHub employee has access to data stored in Customer Salesforce orgs
- API integrations use Named Credentials — no hardcoded API keys

Application security:

- Application has passed Salesforce AppExchange Security Review
- All external API calls use secure authentication (OAuth / API keys managed via Salesforce Named Credentials)
- Code is reviewed against Salesforce security best practices (CRUD/FLS compliance)

Organizational measures:

- Access to internal systems limited to personnel with a business need
- Vendor agreements include data processing obligations
- Incident response procedures documented and tested
- Annual review of security and privacy policies

## Annex C - Approved Sub-processors

Sub-processor	Purpose	Location	DPA / Compliance
Salesforce, Inc.	CRM platform and data storage	Customer's selected Salesforce region	SOC 2 Type II, ISO 27001. trust.salesforce.com
Anthropic PBC	AI sentiment analysis (transient/stateless)	United States	API data not stored or used for training. anthropic.com/privacy

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