



## List of Sub-processors

### Used in connection with the MoEngage Services

This Schedule details the list of Sub-processors material to MoEngage's provision of the MoEngage Services.

(effective as of the Effective Date; subject to change)

Last Modified: 8th April 2026

MoEngage Global Inc. ("MoEngage") uses certain Sub-processors, whether third parties or subsidiaries of MoEngage (as described below), and third parties, who process Personal Data on behalf of MoEngage and in connection with MoEngage's provision of the MoEngage Services to its customers. Capitalized terms used herein without definition are used as defined in the Agreement.

Sub-processors are subject to written agreements that contain confidentiality and security commitments, in substance the same as those in the DPA, with respect to the protection of Personal Data to the extent applicable to the nature of the services provided by such Sub-processor. MoEngage remains responsible for the acts and omissions of its Sub-processors pursuant to the DPA.

Following is the list of Sub-processors used by MoEngage to provide its Services. Depending upon a Customer's use of the MoEngage Services, e.g., geographical location of the Customer, not all Sub-Processors will be needed to deliver the MoEngage Services.

Sub-processors receive, store, structure, categorize, analyze, handle, process, and send Personal Data, as applicable and in accordance with the Agreement. The Sub-processors Process Personal Data until the earlier of (i) the completion of the Processing provided by such Sub-processor, and (ii) the duration of the Agreement, subject to the terms of the Agreement and the Documentation.

Customers shall provide appropriate contact details through MoEngage's applicable subscription mechanism in order to receive notice of new Sub-processors. More information on Sub-processors, including their contact details and available notification mechanisms, can be found in this document. Tables A - 1, 2 & 3 below apply to all customers, and Table A - 4 applies to customers who have enabled our AI features.

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## A. MoEngage SaaS Application

### 1. Storage and Analytics Services

| MoEngage Sub-processor Name | Services Provided            | Applicability                                  | Type of data processed | Location of Processing                           | Contact Information  |
|-----------------------------|------------------------------|--|------------------------|--|--|
| Amazon Web Services         | Third-party hosting provider | US datacenter-based SaaS Application           | PII & Non-PII          | United States - Northern Virginia (DC-01)        | <a href="https://aws.amazon.com/contact-us/">https://aws.amazon.com/contact-us/</a><br><br><a href="https://aws.amazon.com/contact-us/compliance-support/">https://aws.amazon.com/contact-us/compliance-support/</a> |
| Amazon Web Services         | Third-party hosting provider | EU datacenter-based SaaS Application           | PII & Non-PII          | European Union - Frankfurt (DC-02)               |  |
| Amazon Web Services         | Third-party hosting provider | India datacenter-based SaaS Application        | PII & Non-PII          | Asia Pacific - India, Mumbai (DC-03)             |  |
| Amazon Web Services         | Third-party hosting provider | US datacenter-based SaaS Application           | PII & Non-PII          | United States - Ohio (DC-04)                     |  |
| Amazon Web Services         | Third-party hosting provider | Singapore datacenter-based SaaS Application    | PII & Non-PII          | Asia Pacific - Singapore (DC-05)                 |  |
| Amazon Web Services         | Third-party hosting provider | Jakarta datacenter-based SaaS Application      | PII & Non-PII          | Indonesia - Jakarta (DC-06)                      |  |
| Amazon Web Services         | Third-party hosting provider | UAE datacenter-based SaaS Application          | PII                    | Middle East - UAE (PII DC01)                     |  |
| Google Cloud Provider       | Third-party hosting provider | Qatar datacenter-based SaaS Application        | PII                    | Middle East - Qatar (PII DC02)                   |  |
| Google Cloud Provider       | Third-party hosting provider | Saudi Arabia datacenter-based SaaS Application | PII                    | Middle East - Kingdom of Saudi Arabia (PII DC03) |  |

### 2. Message Providers - SMS/MMS, Push, and Email Delivery Services

| MoEngage Sub-processor Name | Services Provided  | Type of data processed | Location of Processing | Contact Information |
|-----------------------------|--|------------------------|------------------------|---------------------|
| Sendgrid                    | MoEngage default Email Delivery Provider for notifications to tenant users and Campaigns | PII & Non-PII          | United States          | privacy@twilio.com  |

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### 3. Monitoring, Diagnostic, and Support Services

| MoEngage Sub-processor Name                        | Services Provided   | Type of data processed | Location of Processing | Contact Information   |
|--|---|------------------------|------------------------|-----------------------|
| Sentry, registered under Functional Software, Inc. | An error tracking platform used by the MoEngage Services to capture errors that occur in the MoEngage Services. Error messages may include dashboard user [SaaS tenant account user only] metadata, such as user identifiers, to Sentry for support and application troubleshooting, and improving performance. | PII & Non-PII          | Iowa, United States    | compliance@sentry.io  |
| LogRocket  | Session recording platform and may receive dashboard user [SaaS tenant account user only] metadata. This is used for support and application troubleshooting, and improving performance.  | PII & Non-PII          | United States          | privacy@logrocket.com |
| Zendesk  | MoEngage External [Customer Facing] Ticket management tool for support services. Tickets may contain dashboard user metadata, and error messages for troubleshooting and improving performance  | PII & Non-PII          | United States          | privacy@zendesk.com   |

### 4. AI Services

*Note: MoEngage's 'AI Terms of Usage Policy' advises customers not to include personal or sensitive data in prompts unless strictly required for the task.*

| MoEngage Sub-processor Name                          | Services Provided   | Type of data processed                                   | Location of Processing | Contact Information   |
|--|---|--|------------------------|---|
| Microsoft Azure (Azure Direct Models & Azure OpenAI) | Provides generative AI capabilities such as text generation and virtual assistants through Azure Direct Models and Azure OpenAI, utilizing both standard and fine-tuned ChatGPT models                          | Prompts, outputs, and abuse monitoring artifacts         | United States          | <a href="https://azure.microsoft.com/en-us/support">https://azure.microsoft.com/en-us/support</a>   |
| Google (Gemini & Vertex AI)                          | Provides advanced AI capabilities via Google Gemini and Vertex AI, powering text and image generation (e.g., Flow Assist) and content safety filtering to help marketers build smarter, personalized campaigns. | Prompts, outputs, and context, as configured by the user | United States          | <a href="https://support.gemini.com/hc/en-us/requests/new?ticket_form_id=3410767763561">https://support.gemini.com/hc/en-us/requests/new?ticket_form_id=3410767763561</a> |
| AWS (Amazon Web)                                     | AWS Bedrock is a fully managed, serverless  | Prompts, outputs   | Mumbai, India          |   |

|   |  |                                    |               |  |
|---|--|------------------------------------|---------------|--|
| Services) Bedrock   | service that provides access to a variety of foundation models—including third-party models from Anthropic—via a single API. We utilize Bedrock for model inference, implementing safety guardrails, and managing knowledge bases to seamlessly build and deploy our generative AI applications. | (inference), and guardrail signals |               | <a href="https://aws.amazon.com/contact-us/">https://aws.amazon.com/contact-us/</a><br><br><a href="https://aws.amazon.com/contact-us/compliance-support/">https://aws.amazon.com/contact-us/compliance-support/</a> |
| Stability AI (and other applicable image generation models) | Image generation models used for creative generation.  | Prompts and outputs                | United States | privacy@stability.ai<br>legal@stability.ai   |

**B. MoEngage Website Sub-processors [moengage.com] (Only applicable to website visitors of moengage.com)**

| MoEngage Sub-processor Name   | Services Provided   | Type of data processed | Location of Processing  | Contact Information   |
|-------------------------------|---|------------------------|---|---|
| OneTrust                      | Cookie Compliance Tool  | PII & Non-PII          | Ireland   | dpo@onetrust.com  |
| Hubspot                       | Customer Relationship Management (CRM) tool used by Marketing | PII & Non-PII          | United States/<br>European Union - Germany (Based on end-users' location) | <a href="https://www.hubspot.com/company/contact">https://www.hubspot.com/company/contact</a> |
| WordPress                     | Website Publishing Platform                                   | Non-PII                | United States/<br>European Union (Based on end-users' location)           | <a href="https://wordpress.org/support/forums/">https://wordpress.org/support/forums/</a>     |
| WPEngine (WP-managed hosting) | WordPress Hosting Platform                                    | Non-PII                | United States/<br>European Union (Based on end-users' location)           | <a href="https://wordpress.org/support/forums/">https://wordpress.org/support/forums/</a>     |
| Demandbase                    | Account-Based Marketing (ABM) Software                        | PII & Non-PII          | United States   | privacy@demandbase.com  |
| Drift                         | Website chatbot   | PII & Non-PII          | United States/<br>European Union (Based on end-users' location)           | privacy@drift.com   |
| LinkedIn Ads                  | Advertisement Platform  | Non-PII                | United States   | <a href="https://www.linkedin.com">https://www.linkedin.com</a>                               |

|                  |  |         |   |                                  |
|------------------|--|---------|---|----------------------------------|
|                  |  |         |   | om/help/linkedin/ask/<br>TSO-DPO |
| Facebook Ads     | Advertisement Platform                 | Non-PII | United States   | dpo@fb.com                       |
| Google Analytics | Analytics platform                     | Non-PII | United States/<br>European<br>Union/<br>Singapore<br>(Based on<br>end-users'<br>location) | dpo-google@google.c<br>om        |
| DoubleClick.net  | Cookie-based Analytics platform        | Non-PII | United States   | info@doubleclick-onli<br>ne.com  |
| Gartner          | Cookie-based Analytics platform        | Non-PII | United States   | privacy@gartner.com              |
| Target           | Cookie-based Analytics from Demandbase | Non-PII | United States   | Privacy.Request@tar<br>get.com.  |

**C. MoEngage Website Sub-processors HashGrowth.com (Only applicable to website visitors of hashgrowth.com)**

| MoEngage Sub-processor Name         | Services Provided   | Type of data processed | Location of Processing   | Contact Information                         |
|-------------------------------------|---|------------------------|--|---|
| OneTrust                            | Cookie Compliance Tool  | PII & Non-PII          | Ireland  | dpo@onetrust.com                            |
| Hubspot                             | Customer Relationship Management (CRM) tool used by Marketing | PII & Non-PII          | United States/<br>European Union -<br>Germany (Based<br>on end-users'<br>location) | https://www.hubspot.c<br>om/company/contact |
| WordPress                           | Website Publishing Platform                                   | Non-PII                | United States/<br>European Union<br>(Based on<br>end-users'<br>location)           | https://wordpress.org/<br>support/forums/   |
| WPEngine<br>(WP-managed<br>hosting) | WordPress Hosting Platform                                    | Non-PII                | United States/<br>European Union<br>(Based on<br>end-users'<br>location)           | https://wordpress.org/<br>support/forums/   |
| Demandbase                          | Account-Based Marketing (ABM) Software                        | PII & Non-PII          | United States  | privacy@demandbas<br>e.com                  |
| DoubleClick.net                     | Cookie-based Analytics platform                               | Non-PII                | United States  | info@doubleclick-onli<br>ne.com             |

|                  |                        |         |   |                           |
|------------------|------------------------|---------|---|---------------------------|
| Google Analytics | Analytics platform     | Non-PII | United States/<br>European Union/<br>Singapore (Based<br>on end-users'<br>location) | dpo-google@google.c<br>om |
| Facebook Ads     | Advertisement Platform | Non-PII | United States   | dpo@fb.com                |

**D. MoEngage Website Sub-processors [Push Amplification.com] (Only applicable to website visitors of pushamplification.com)**

| MoEngage Sub-processor Name   | Services Provided   | Type of data processed | Location of Processing   | Contact Information   |
|-------------------------------|---|------------------------|--|---|
| OneTrust                      | Cookie Compliance Tool  | PII & Non-PII          | Ireland  | dpo@onetrust.com  |
| Hubspot                       | Customer Relationship Management (CRM) tool used by Marketing | PII & Non-PII          | United States/<br>European Union -<br>Germany<br>(Based on end-users'<br>location) | <a href="https://www.hubspot.com/company/contact">https://www.hubspot.com/company/contact</a> |
| WordPress                     | Website Publishing Platform                                   | Non-PII                | United States/<br>European Union (Based<br>on end-users'<br>location)              | <a href="https://wordpress.org/support/forums/">https://wordpress.org/support/forums/</a>     |
| WPEngine (WP-managed hosting) | WordPress Hosting Platform                                    | Non-PII                | United States/<br>European Union (Based<br>on end-users'<br>location)              | <a href="https://wordpress.org/support/forums/">https://wordpress.org/support/forums/</a>     |
| Demandbase                    | Account-Based Marketing (ABM) Software                        | PII & Non-PII          | United States  | privacy@demandbase.com  |
| DoubleClick.net               | Cookie-based Analytics platform                               | Non-PII                | United States  | info@doubleclick-online.com   |
| Target                        | Cookie-based Analytics from Demandbase                        | Non-PII                | United States  | Privacy.Request@target.com.   |
| Google Analytics              | Analytics platform  | Non-PII                | United States/<br>European Union/<br>Singapore                                     | dpo-google@google.c<br>om   |

|              |                        |         |                                |            |
|--------------|------------------------|---------|--------------------------------|------------|
|              |                        |         | (Based on end-users' location) |            |
| Facebook Ads | Advertisement Platform | Non-PII | United States                  | dpo@fb.com |

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