



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: 1st September 2026

MoEngage Global Inc. ("MoEngage") uses certain Sub-processors, whether third parties or subsidiaries of MoEngage (as described below), and third parties, who may 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 Merlin AI Agents, features and services.

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)	https://aws.amazon.com/contact-us/ https://aws.amazon.com/contact-us/compliance-support/ Google Privacy Help Center
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

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, sent to Sentry for support, application troubleshooting, and performance.	PII & Non-PII	Iowa, United States	compliance@sentry.io
LogRocket	The session recording platform 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. For Merlin AI Agents, Features and Services

Note: MoEngage's 'AI Terms of Usage Policy', published on our 'Legal & Privacy Page', 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	https://azure.microsoft.com/en-us/support
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	https://support.gemini.com/hc/en-us/requests/new?ticket_form_id=34107677635611

AWS (Amazon Web Services) Bedrock	AWS Bedrock is a fully managed, serverless service that provides access to a variety of foundation models—including third-party models from Anthropic—via a single API. We use Bedrock for model inference, implement safety guardrails, and manage knowledge bases to build and deploy our generative AI applications seamlessly.	Prompts, outputs (inference), and guardrail signals	United States	https://aws.amazon.com/contact-us/ https://aws.amazon.com/contact-us/compliance-support/
Anthropic PBC (Claude)	Provides generative AI capabilities, primarily for text generation, summarization, and virtual assistant features using the Claude foundational model.	Prompts, outputs, and abuse monitoring artifacts	United States	privacy@anthropic.com legal@anthropic.com
Scalekit Inc.	Enables AI agents to securely act on behalf of users in third-party applications (connectors used in AI Custom Agents) using delegated OAuth flows and short-lived tokens without hardcoded credentials.	System & Integration Config - Client ID, Client Secret, scopes, and connector configuration parameters (<i>stored in encrypted format</i>). User Identity & Auth Data - Access tokens, refresh tokens, API keys, token expiry metadata (<i>stored in encrypted format</i>).	United States & European Union	security@scalekit.com

B. Aampe Sub-processors (Only applicable to customers using Aampe)

Note: Personal Data is not shared with these entities by default. These sub-processors are isolated and will only be utilized if your organization explicitly enables or leverages Aampe's new Agentic AI modules and features.

Aampe Sub-processor Name	Services Provided	Type of data processed	Location of Processing	Contact Information
Google Cloud Platform	Third-party cloud infrastructure hosting platform	PII & Non-PII	United States	Google Privacy Help Center
Bobsled	Cross-cloud data sharing platform	PII & Non-PII	United States	privacy@bobsled.co

C. 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
CookieYes	Cookie compliance tool used to deploy geographically tailored cookie banners and automate regional user consent management.	PII & Non-PII	Ireland	support@cookieyes.com
Hubspot	Customer Relationship Management (CRM) tool used by Marketing	PII & Non-PII	United States/ European Union - Germany (Based on end-users' location)	https://www.hubspot.com/company/contact
WordPress	Website Publishing Platform	Non-PII	United States/ European Union (Based on end-users' location)	https://wordpress.org/support/forums/
WPEngine (WP-managed hosting)	WordPress Hosting Platform	Non-PII	United States/ European Union (Based on end-users' location)	https://wordpress.org/support/forums/
LinkedIn Ads	Advertisement Platform	Non-PII	United States	https://www.linkedin.com/help/linkedin/ask/TSO-DPO
Facebook Ads	Advertisement Platform	Non-PII	United States	dpo@fb.com
Google Analytics	Analytics platform	Non-PII	United States/ European Union/ Singapore (Based on end-users' location)	dpo-google@google.com
DoubleClick.net	Cookie-based Analytics platform	Non-PII	United States	info@doubleclick-online.com
Gartner	Cookie-based Analytics platform	Non-PII	United States	privacy@gartner.com
RB2B	Deanonimization tool, where user details are shared based on the IP address of the user	PII and Non-PII	United States	support@rb2b.com
Factors.ai	A cookie-based analytics tool as well as an IP deanonymization tool	PII and Non-PII	United States	privacy@factors.ai
G2	Advertisement Platform	PII and Non-PII	United States	privacy@g2.com
Breakout	Sales Development Representative tool, used to deanonymise website visitors and convert them to leads.	PII and Non-PII	United States	Jonathan@Media-Breakout.com

D. 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
Hubspot	The Customer Relationship Management (CRM) tool used by the Marketing team	PII & Non-PII	United States/ European Union - Germany (Based on end-users' location)	https://www.hubspot.com/company/contact
WordPress	Website Publishing Platform	Non-PII	United States/ European Union (Based on end-users' location)	https://wordpress.org/support/forums/
WPEngine (WP-managed hosting)	WordPress Hosting Platform	Non-PII	United States/ European Union (Based on end-users' location)	https://wordpress.org/support/forums/
DoubleClick.net	Cookie-based Analytics platform	Non-PII	United States	info@doubleclick-online.com
Google Analytics	Analytics platform	Non-PII	United States/ European Union/ Singapore (Based on end-users' location)	dpo-google@google.com
Facebook Ads	Advertisement Platform	Non-PII	United States	dpo@fb.com

E. 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
Hubspot	Customer Relationship Management (CRM) tool used by Marketing	PII & Non-PII	United States/ European Union - Germany (Based on end-users' location)	https://www.hubspot.com/company/contact
WordPress	Website Publishing Platform	Non-PII	United States/ European Union (Based on end-users' location)	https://wordpress.org/support/forums/
WPEngine (WP-managed hosting)	WordPress Hosting Platform	Non-PII	United States/ European Union (Based on end-users' location)	https://wordpress.org/support/forums/
DoubleClick.net	Cookie-based Analytics platform	Non-PII	United States	info@doubleclick-online.com

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

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

MoEngage Sub-processor Name	Services Provided	Type of data processed	Location of Processing	Contact Information
CookieYes	Cookie compliance tool used to deploy geographically tailored cookie banners and automate regional user consent management	PII & Non-PII	Ireland	support@cookieyes.com
Hubspot	Customer Relationship Management (CRM) tool used by Marketing	PII & Non-PII	United States/ European Union - Germany (Based on end-users' location)	https://www.hubspot.com/company/contact
Target	Cookie-based Analytics from Demandbase	Non-PII	United States	Privacy.Request@target.com.
Google Analytics	Analytics platform	Non-PII	United States/ European Union/ Singapore (Based on end-users' location)	dpo-google@google.com
Facebook Ads	Advertisement Platform	Non-PII	United States	dpo@fb.com
Intellum	Learning Management System (LMS) platform	PII	United States Ireland	support@intellum.com