



## SUBPROCESSOR LIST FOR MEDIABURST LTD & THE FLORENCE PLATFORM

### **Simple Healthcare Ltd (“SH”)**

SH provides independent reviews, case studies and evidence of how Florence change lives, from the collaborative, NHS members community. They share best practice on getting started with protocols and provide training in using Florence. Community members also receive detailed analysis reports on Florence usage

### **Google Analytics (anonymous aggregated behaviour tracking)**

Google Analytics collects statistical data about the use of the getFlorence.co.uk website and applications. The information we see is aggregated and does not contain any personal identifiable data. We use the information to understand the way people engage in the website. Here is the Google Analytics privacy policy: <https://policies.google.com/privacy?hl=en-GB>

### **Salesforce**

During the transition services period, Commify provide some of the customer support service and Commify uses Salesforce as the Customer Relationship Management (CRM) to receive and log customer tickets for issues, whether they are technical or operational in nature. Name, email address and transaction data is shared with the third party for account management and support, marketing and analysis purposes. Please see here the Salesforce Privacy Policy: [\(https://www.salesforce.com/company/privacy/\)](https://www.salesforce.com/company/privacy/)

### **SMS Network Providers**

Mediaburst use SMS aggregators and networks to deliver text messages as a necessary part of the service. All SMS aggregators are required to comply with data protection obligations. If the SMS Aggregator transfers personal data outside of the EU/ EEA, such data transfer will only be made using European Commission standard contractual clauses for data transfers outside of the EU or EEA known as the “model clauses”.

We use a roster of SMS aggregators for resilience, including:

CLX Networks AB (trading as Sinch)

Infobip Ltd

SAP UK Ltd

### **Commify Ltd**

During the transition services period (from Nov 19, 2020 to April 30, 2021) teams in the Commify group provide services to us such as billing, credit control, platform hosting and financial reporting. We only provide them with the information required to perform a specific task. They may keep a record of such information in line with their legal responsibilities.

## **8X8**

Commify uses 8x8 to provide IP based telephony services to the office. Which means that if you ever contact a Commify employee directly, the conversation and the basic details about it (including your phone number) will be processed by them. Here is 8x8 privacy policy:

<https://www.8x8.com/terms-and-conditions/privacy-policy>

## **Node4 Ltd**

Node4 provides secure data centres for the Florence platform servers. They have physical access to the servers and follow strict security protocols. Only approved members of the Commify technical team have physical or remote access.

## **Microsoft (email provider)**

Microsoft provides Mediaburst Ltd and its owners ART Healthcare Software Ltd with email services for our employees. If you communicate directly with them over email the communication is likely to go through Microsoft servers. Here is the Microsoft365 privacy policy:

<https://privacy.microsoft.com/en-gb/privacystatement>

## **Money Penny (phone answering service)**

Money Penny operates the call centre service for Mediaburst Ltd. If you call the main contact number the call will be answered by a Money Penny operator and transferred to the appropriate person within the Mediaburst team. If that person is not available they will take a message and pass this on. The link to Money Penny's privacy policy is here:

<https://www.moneypenny.com/uk/privacy/>

## **G Suite (email provider)**

Google provides Commify Ltd with email services for its employees. If you communicate directly with them over email the communication is likely to go through Google servers. Here is the Google privacy policy: <https://policies.google.com/privacy?hl=en-GB>

## **Links to Third Party Service Providers**

Where we have provided links to Third Party Service Providers these are links that were applicable at the time of writing. The links may since have changed.