Third-Party Data Processing

The Essential Assessment (EA) platform is built and managed in-house. All platform data is stored in Amazon Web Services' Sydney data centres.

To support the business's day-to-day operations, EA also works with third-party Software as a Service (SaaS) applications. These applications are primarily utilised by our 'back office' teams, such as Customer Support, Finance, Human Resources and Marketing, to ensure we can fulfil our legal and financial reporting obligations and provide world-class service to our customers.

Third Parties do not have access to the information they store and process. Services are evaluated by EA before use and on a regular schedule, ensuring they have appropriate security mechanisms in place and externally validated compliance, such as SOC2. As part of our Privacy Program, we proactively monitor applicable legislation to ensure that we are in compliance with appropriate data protection legislation.

Please also note that while we collect some student/learner data, this is limited to the minimum amount of information required for the functioning of the EA Platform, including user authentication. Student data is stored within EA's digital learning platform only and is not shared with any third-party systems.

Data Categories		
Data Category	**Personal Data Stored/Processed**	**Purpose**
Student/Learner	First/Last Name/Email/School Student ID	To provide a unique account on the platform allowing access to EA assessments and learning resources.

Educator/School Admin	First/Last Name/School Email address/Contact Number	To provide a unique account on the platform so that educators can assign assessments and learning materials and access student achievement data.
Primary Account Contacts	First/Last Name/Email/Contact Number	To provide billing and invoicing and general platform-level setup and maintenance.

Third-Party Systems

The table below lists the key third-party systems in use, the purpose of processing, and where data is stored/processed. Please note that data will only be populated to Customer Support systems when contact is initiated by the user, such as when calling or sending a support request.

Customer Support			
Data Category	**Personal Data Stored/Processed**	**Purpose**	**Data Location**
Help Scout	Admin/Teacher/ Primary Account Contacts	For the Customer Support team to receive and respond to user queries. Ticket tracking etc.	USA
Aircall	Admin/Teacher/ Primary Account Contacts	A phone service tool used by the Customer Support team to receive calls to support user queries. Calls are also recorded.	USA
Klaus	Admin/Teacher/ Primary Account Contacts	Quality assurance tool used to review customer	EU

		support interactions and improve processes.	

Finance			
Data Category	**Personal Data Stored/Processed**	**Purpose**	**Data Location**
DocuSign	Primary Account Contacts	Digital contract management.	USA
Oracle	Primary Account Contacts	Billing and financial services.	Australia
Stripe	Primary Account Contacts	Digital payments. Data only shared if that method is used by the Customer.	USA

Marketing			
Data Category	**Personal Data Stored/Processed**	**Purpose**	**Data Location**
HubSpot	Admin/Teacher/ Primary Account Contacts	Primary customer relationship management and marketing tool used to communicate new features and products/learning materials that are of interest. In line with applicable laws, users are able to opt out of communications if desired.	USA

Data Analytics

Data Category	Personal Data Stored/Processed	Purpose	Data Location
AppCues	Admin/Teacher	To deliver personalised onboarding, announcements, and surveys to optimise product experience. Such as tutorial videos for teachers.	USA
Mode	Admin/Teacher	Internal reporting and dashboards.	USA

Full list of sub-processors

Sub-processor	Purpose	Country
Adobe Systems Software Ireland Limited	Document management	USA
Aircall.io, Inc	VOIP Calling	USA
Alphabet Inc / Google LLC	Office software, email provider, website analytics Platform Security (ReCAPTCHA)	USA
Amazon Web Services, Inc	Cloud infrastructure hosting	Australia

Amplitude	Data Analytics	USA
Appcues	In-app communication	USA
Boomerang	Email and Meeting Management	USA
Docusign	Contract services	USA
Elasticsearch B.V.	Error logging	Australia
Facebook, Inc	Marketing (teachers and parents)	USA
Functional Software, Inc	Error logging	Australia
Gong	Sales and Customer Success	USA
Help Scout Inc	Helpdesk software	USA
HotJar	Visual User Analytics and User Feedback	Ireland
HubSpot Inc	Marketing and CRM services	USA
Klaus	Quality assurance	Germany
LinkedIn	Marketing (teachers and parents)	USA
Mixpanel, Inc	Product analytics	USA
Mode	Business intelligence	USA

Mailersend	Marketing	USA
Netsuite	ERP system – Finance	USA
PayPal, Inc	Payment processing	USA
Probe Operations Pty Ltd	Support services	Australia/Philippines
Shorthand	Blog/Static Site Publisher	Australia
Slack Technologies Limited	Internal team communication	USA
LogMeIn	Webinar and Meeting Hosting Platform (GoTo)	UK
Stripe	Payment processing	USA
Typeform	Customer Surveys	USA
Wistia, Inc	Video hosting	USA
Vimeo	Video hosting	USA
Zapier, Inc	Process automation	USA