# Vendasta Data Privacy Framework Privacy Notice

Last updated on: September 30, 2026

## Introduction

Vendasta USA, Inc and the following affiliated U.S. entities: Vendasta Technologies USA, Inc; Vendasta Technologies Broadly USA, Inc.; Broadly Inc.; Matchcraft LLC; and Yesware Inc. (collectively "Vendasta", "we", "us", "our") take the protection of personal data ("Personal Data") very seriously. This privacy notice (this "Notice") addresses individuals whose Personal Data we process in the following context: use of Vendasta's Services. It does not cover Personal Data collected through Vendasta's Websites. It does not cover the data of Vendasta's employees/contractors.

Please read this privacy notice (the "Notice") to learn what Personal Data we process in reliance of the EU-U.S Data Privacy Framework (the "DPF"), how we protect it, and what rights you may have under the DPF.

## EU-U.S. Data Privacy Framework and the UK Extension of the EU-U.S Data Privacy Framework

Vendasta complies with the EU-U.S. Data Privacy Framework ("EU-U.S. DPF") and the UK Extension to the EU-U.S. DPF ("UK Extension to the EU-U.S. DPF") as set forth by the U.S. Department of Commerce. Vendasta has certified to the U.S. Department of Commerce that it adheres to the EU-U.S. Data Privacy Framework Principles ("EU-U.S. DPF Principles") with regard to the processing of personal data received from the European Union and the United Kingdom in reliance on the EU-U.S. DPF and the UK Extension to the EU-U.S. DPF.

Vendasta is responsible for the processing of personal data it receives, under the EU-U.S. DPF and the UK Extension to the EU-U.S. DPF, and subsequently transfers to a third party acting as an agent on its behalf. We comply with the EU-U.S. DPF and the UK Extension to the EU-U.S. DPF for all onward transfers of personal data from the EU and UK, including the onward transfer liability provisions.

To learn more about the Data Privacy Framework Program- visit https://www.dataprivacyframework.gov/. To view Vendasta's certification, look for Vendasta USA, Inc here: https://www.dataprivacyframework.gov/list.

## Categories of Personal Data

These are the Categories of Personal Data we receive in reliance of the DPF:

- Account information such as your first and last name and company name;
- Contact information such as your email address, phone number, and mailing address;
- Billing information, such as your billing address;
- Login credentials;
- Billing and payment details, which are handled by our payment processor;
- Metadata such as IP addresses and device identifiers;
- Usage data, such as how you use our Services, and website analytics data we collect for customers who use our website hosting services;
- Geographical location data;

- Technical and log data related to your use of our Services; and
- Content that our customers submit to or collect through our Services, including information about their own customers, such as names, contact details, messages, and reviews.

## Controllership

In the context of this Notice, Vendasta acts as a data controller for the account, contact, billing, payment, and login information of its customers, and as a data processor for the Personal Data it processes on behalf of its customers through our Services.

Where Vendasta processes personal data on behalf of a business that uses our platform, directly or through one of our partners, that business controls the data. For information about how it is used, or to exercise your rights, please contact that business or review its privacy notice.

## Purposes of Processing

We process Personal Data for the following purposes:

- To manage customer accounts, including billing, payments, and customer support; and
- To offer and perform Vendasta's Services.

We collect only the Personal Data we need for these purposes, and we use it only for these purposes.

## Disclosures of Personal Data

We disclose Personal Data to our affiliates, service providers, and marketplace vendors for purposes of managing our business and delivering our Services. Such third parties include those:

- Offering additional services through Vendasta's Services;
- Providing Vendasta with marketing services;
- Providing and managing our IT systems and infrastructure to support our Services;
- Providing customer support;
- Processing payments;
- Connecting to third-party services that you choose to integrate with, such as Google Workspace or Microsoft; or
- Providing AI-enabled features.

These third parties may be located outside of your jurisdiction. We require our service providers, by contract, to process Personal Data only for limited and specified purposes and to provide at least the same level of protection that the DPF Principles require. Vendasta remains liable for the protection of your Personal Data that we transfer to our service providers, except to the extent that we are not responsible for the event giving rise to any unauthorized or improper processing.

## Other Disclosure of Your Personal Data

We may disclose your Personal Data (i) to the extent required by law, including to meet national security or law enforcement requirements, or if we have a good-faith belief that such disclosure is necessary in order to comply with official investigations or legal proceedings initiated by governmental and/or law enforcement officials, or private parties, including but not limited to: in response to subpoenas, search warrants, or court orders, or (ii) if we sell or transfer all or a portion of our company's business interests, assets, or both, or in connection with a corporate merger, consolidation,

restructuring, or other company change, or (iii) to our subsidiaries or affiliates only if necessary for business and operational purposes as described in the section above.

We reserve the right to use, transfer, sell, and share aggregated, anonymous data, which does not include any Personal Data, about our customers as a group, for any legal business purpose, such as analyzing usage trends and seeking compatible advertisers, sponsors, clients, and customers.

If we must disclose your Personal Data in order to comply with official investigations or legal proceedings initiated by governmental and/or law enforcement officials, we may not be able to ensure that such recipients of your Personal Data will maintain the privacy or security of your Personal Data.

## Privacy Rights

Vendasta acknowledges the right of EU and UK individuals to access their personal data pursuant to the EU-U.S. DPF and the UK Extension to the EU-U.S. DPF and will grant individuals reasonable access to personal information it received pursuant to the EU-U.S. DPF and the UK Extension to the EU-U.S. DPF. In addition, Vendasta will take reasonable steps to permit individuals to correct, amend, or delete such information that is demonstrated to be inaccurate or processed in violation of the EU-U.S. DPF and the UK Extension to the EU-U.S. DPF. An individual may request to access their information, or otherwise correct, amend, or delete their information in line with the EU-U.S. DPF and the UK Extension to the EU-U.S. DPF by contacting Vendasta.

## Access & Review

If you are a data subject about whom we store Personal Data, you may have a right to request access to, and the opportunity to update, correct, or delete, such Personal Data. To submit such requests or raise any other questions, please contact Vendasta's Privacy Team at privacy@vendasta.com.

## Choice

You may opt out of having your Personal Data shared with third parties by us, and you may revoke your consent that you have previously provided for us to share your Personal Data with third parties, except as required by law. This choice does not apply to service providers that process Personal Data on our behalf under contract. You may also have the right to opt out if your Personal Data is used for any purpose that is materially different from the purpose(s) for which it was originally collected or which you originally authorized. To do this, you may send your request to us using the information in the "Contact Us" section below.

## Dispute Resolution

In compliance with the DPF, Vendasta commits to resolve DPF Principles-related complaints about our collection and use of your personal information. EU and UK individuals with inquiries or complaints regarding our handling of personal data received in reliance on the EU-U.S. DPF and the UK Extension to the EU-U.S. DPF should first contact Vendasta using the contact details below.

If DPF-related complaints, cannot be resolved through our internal processes, we have agreed to participate in the VeraSafe Data Privacy Framework Dispute Resolution Procedure. Subject to the terms of the VeraSafe Data Privacy Framework Dispute Resolution Procedure, VeraSafe will provide appropriate recourse free of charge to you. To file a complaint with VeraSafe and participate in the VeraSafe Data Privacy Framework Dispute Resolution Procedure, please submit the required information here: https://www.verasafe.com/privacy-services/dispute-resolution/submit-dispute/

## Binding Arbitration

If your dispute or complaint related to your Personal Data that we received in reliance on the Data Privacy Framework cannot be resolved by us, nor through the dispute resolution mechanism mentioned above, you may have the right to require that we enter into binding arbitration with you under the Data Privacy Framework "Recourse, Enforcement and Liability" Principle and Annex I of the Data Privacy Framework.

## U.S. Regulatory Oversight

Vendasta is subject to the investigatory and enforcement powers of the United States Federal Trade Commission.

## Supervisory Oversight

If the EU GDPR applies to our processing of your Personal Data, you also have the right to lodge a complaint with a data protection regulator in one or more of the European Union Member States. Specifically, you can lodge a complaint in the Member State of the European Union of your habitual residence, place of work, or the alleged violation of the GDPR. In the UK, you can lodge a complaint with the UK Information Commissioner's Office.

## Changes to this Notice

If we make any material change to this Notice, we will post the revised Notice to this web page and update the "Last updated" date above.

## Contact Us

If you have any questions about this Notice or our processing of your Personal Data, please write to our Privacy team by email at privacy@vendasta.com or by postal mail at:

Vendasta USA, Inc
Attn: Davin Overland, Vice President – IT & Security
951 Yamato Road, Suite 212
Boca Raton, FL 33431 USA

Please allow up to four weeks for us to reply.