

Sub-processors

Third parties that may process customer, account, or website-visitor data on our behalf.

Last updated: June 2026

Backpack Works engages the third parties below to provide Backpack OS and our services. Each is bound by contractual obligations to protect data and to process it only as needed to provide their service to us. Each is also selected for its own security posture; customers may wish to review each vendor's own compliance documentation.

This list is maintained as part of our commitment to transparency under the GDPR and our Data Processing Agreement. We provide notice of material changes as required by our agreements.

Platform infrastructure

Sub-processor	Purpose	Region
Vercel	Application hosting & compute (app + snippet/CDN)	United States
Supabase	Managed PostgreSQL database, authentication & app data	United States
Cloudflare (R2 + CDN)	Object storage & CDN for the snippet and assets	Global (US)
Stripe	Billing & payments (no card data stored by us)	United States

AI providers

Sub-processor	Purpose	Region
Anthropic (Claude)	AI features — content, analysis & agents	United States
OpenAI	AI answer scanning & select AI features	United States
Perplexity	AI answer visibility scanning	United States
Google (Gemini)	AI answer visibility scanning	United States

Customer-authorized data & integrations

Sub-processor	Purpose	Region
Google (GA4, Search Console, Tag Manager, Ads, PageSpeed)	Customer-authorized analytics, tag & ads data (via OAuth)	United States

Sub-processor	Purpose	Region
DataForSEO	SERP ranking & backlink data	United States
DeepL	Content translation	Germany / EU
GitHub	Optional code/CMS integration (OAuth)	United States
Webflow	Optional CMS integration (OAuth)	United States
WordPress	Optional CMS integration (customer-connected)	Varies
Prismic	Headless CMS integration	France / EU
WP Engine	Managed WordPress hosting for client sites	United States

Business operations

Sub-processor	Purpose	Region
Google Workspace	Email, documents & collaboration	United States
HubSpot	CRM & marketing automation	United States
Slack	Internal team communication	United States
1Password	Secrets & credential management	Canada

Questions

To request notification of changes or ask about a specific sub-processor, contact privacy@backpack.works.