

Cloud and data storage services used to host survey software, store survey responses and manage sales activities

ORGANIZATION	LOCATION	PURPOSE
Amazon.com (AWS)	U.S.	Provides a secure location for storing survey response data.
Microsoft (One Drive)	U.S.	Provides a secure location for storing survey response data, sales activities and files including such data.
Google (Drive, GSuite and Google Cloud Platform)	U.S.	Provides a secure location for storing survey response data, sales activities and files including such data.

Survey software and services used to conduct surveys and conduct market research

ORGANIZATION	LOCATION	PURPOSE
FocusVision	U.S.	Provides a service used to program and conduct surveys that collects survey response data.
Confermit	U.S.	Provides a service used to program and conduct surveys that collects survey response data.
Sawtooth Software	U.S.	Provides a service used to conduct surveys that collects survey response data.
Voxpopme	U.S.	Provides services used for video studies, including organizing video survey responses.
Optimus Analytics	U.S.	Provides a service that creates audience models based on a sample audience and survey responses.
PanSensic, Ltd.	UK	Provides a service that identifies emotions based on text collected in survey responses.

Market research service providers used to help conduct market research

ORGANIZATION	LOCATION	PURPOSE
Ugam	U.S. and India	Provides services for GutCheck in connection with programing and conducting surveys, including activities that may require access to survey response data.

Software and services we use to communicate with survey respondents

ORGANIZATION	LOCATION	PURPOSE
Twilio Sendgrid	U.S.	Provides a service that sends emails to survey participants using email addresses provided by survey participants.
Zendesk	U.S.	Provides a service that manages respondent support requests, which may include respondent email addresses.

Software and services we use to send marketing communications and manage sales activities

ORGANIZATION	LOCATION	PURPOSE
Salesforce	U.S.	Provides a service that allows organization and tracking of sales activities, including information about clients and potential clients. Also provides a service used to send marketing and sales communications, including emails to clients and potential clients.
OwnBackup	U.S.	Provides a service to backup Salesforce data
Zoominfo	U.S.	Provides a service used to update contact information of customers and prospective customers.
Groove	U.S.	Provides a service used to engage customers and prospective customers and support sales activities.
Mode Analytics	U.S.	Provides a service used to perform analysis of and reporting on sales activities.

LinkedIn	U.S.	Provides a service used to communicate with clients and potential clients and collect contact information.
Terminus Software	U.S.	Provides account based marketing service to communicate with and track interactions with customers and prospective customers.

Incentive fulfillment services

ORGANIZATION	LOCATION	PURPOSE
Amazon.com	U.S.	Provides a service that is used to send out gift cards to survey respondents via email.

Analytics Services

ORGANIZATION	LOCATION	PURPOSE
Google (Analytics)	U.S.	Provides a service used to track use of the GutCheck website and platform.
Amplitude	U.S.	Provides a service used to track use of the GutCheck website and platform.