

Privacy Notice

Last Updated: September 10, 2025

HelpGhost is committed to protecting the privacy of individuals whose personal data we process. This Privacy Notice explains how we collect, use, and protect personal data when providing our services, and outlines the rights individuals may have under applicable privacy laws.

This Notice applies to:

- Visitors to our website
- Customers and users of the HelpGhost platform
- Individuals whose personal data is entered into the platform by our customers

We may update this Privacy Notice from time to time to reflect changes in our practices, technologies, or legal requirements. When we do, we will revise the “Last Reviewed” date and notify customers as appropriate.

Who We Are

HelpGhost is a U.S.-based software company that provides AI-driven support automation tools to Managed Service Providers (MSPs). HelpGhost processes personal data solely on behalf of its customers and in accordance with their instructions. Customers are responsible for determining the lawful basis for processing and for complying with applicable data protection laws.

What Data We Process

The types of personal data we process depend on how you interact with HelpGhost. This may include:

- Contact information
- Account credentials
- Support ticket content
- Usage data (e.g., IP address, browser type, activity logs)

We do not intentionally collect sensitive personal data unless explicitly provided by a customer as part of their use of the platform.

How We Use Personal Data

We process personal data to:

- Provide and support the HelpGhost platform
- Respond to customer inquiries and support requests
- Monitor system performance and security
- Improve our services and user experience
- Comply with legal obligations

We do not sell personal data or share it with third parties for their own marketing purposes.

Legal Basis for Processing

Where required by law, we rely on one or more of the following legal bases:

- Performance of a contract: When providing services to our customers, including operating the HelpGhost platform and responding to support requests.
- Legitimate interests: To monitor system performance, detect and prevent fraud or abuse, and improve platform functionality, provided these interests are not overridden by individual rights.
- Compliance with legal obligations: To meet regulatory requirements, respond to lawful requests, or maintain records as required by law.
- Consent: In certain jurisdictions we may rely on consent for specific activities such as marketing communications or processing sensitive data entered by customers.

Data Sharing and Subprocessors

We may share personal data with trusted service providers (subprocessors) who support our platform. These subprocessors are contractually required to implement appropriate security and privacy safeguards. We do not share personal data with third parties for their own marketing purposes.

HelpGhost's current subprocessors are:

Vendor Name	Service Provided	Location	Data Types Processed
DigitalOcean	Cloud infrastructure, database, logging, storage	United States	Customer data, support ticket content, usage data

Amazon Web Services	Email delivery (via Simple Email Service) and LLM usage (via Bedrock)	United States	Email addresses, message content, delivery metadata
Anthropic	AI model provisioning and processing for customers	United States	User inputs (prompts/code), model outputs
Zoom	Video conferencing and collaboration	United States	Contact information, meeting metadata, audio/video recordings
Grain	Meeting recording and transcription	United States	Audio/video recording, participant names, transcription data
Calendly	Scheduling and calendar integration	United States	Contact information, meeting details, time zone data
Google	Email, document storage, and internal collaboration	United States	Contact information, internal communications, shared documents
PipeDrive	Customer Relationship Manager	United States	Contact information, company details, deal history
PandaDoc	Contract Management	United States	Contact information, company details, signatures, contract terms

Customers will be notified of new subprocessors and may object to changes on reasonable grounds related to data protection.

International Data Transfers

HelpGhost relies on Standard Contractual Clauses (SCCs) approved by the European Commission and the UK Addendum to safeguard personal data transferred to the United

States. These clauses include commitments to implement appropriate technical and organizational measures and to support customer compliance with applicable laws.

Data Retention

We retain personal data only as long as necessary to fulfill the purposes described in this Notice or as required by law. When data is no longer needed, it is securely deleted or anonymized.

Your Rights

You may have rights under applicable privacy laws, including:

- Access to your personal data
- Correction of inaccurate data
- Deletion of your data
- Restriction or objection to processing
- Data portability
- Withdrawal of consent (where applicable)

Your rights may vary depending on your location and applicable laws. To exercise your rights, please contact us at privacy@helpghost.io. We may need to verify your identity before responding. If you are a user of a HelpGhost customer, please direct your request to that customer, who acts as the data controller. We will respond in accordance with applicable laws.

Security Measures

HelpGhost implements technical and organizational measures to protect personal data, including:

- Role-based access controls
- Multi-factor authentication
- Encryption in transit and at rest
- Logging and monitoring
- Vendor security reviews

Contact Us

If you have questions about this Privacy Notice or how we handle personal data, please contact privacy@helpghost.io.

Version History

Version	Date	Summary of Changes	Reviewed By
1.0	September 2025	Initial Release	Privacy and Security Lead