



Messaging Data Processing Addendum (DPA)

End-customer review request and campaign messaging

Version 1.0

Updated 2026-05-25

Audience Reputify business customers (Data Fiduciaries) — share with your team or legal counsel

Website <https://reputify.app/legal/dpa>

Support support@reputify.app

1. Introduction and relationship to other agreements

This **Messaging Data Processing Addendum** ("DPA") describes how **Joyful Designs** ("Reputify", "we", "us") processes **end-customer personal data** when you use Reputify to send **review requests and related customer messages** (email, WhatsApp, and other channels you enable).

This DPA supplements:

- The Reputify **Terms of Service** (including Section 7 — Customer Review Requests and Messaging)
- The Reputify **Privacy Policy**

If there is a conflict about **end-customer messaging data**, this DPA prevails over general Privacy Policy summaries for that data. Your **Reputify subscription and account data** remain governed by the Privacy Policy and Terms.

By using Review Generation, Campaigns, or related messaging features, you acknowledge this DPA applies to processing we perform **on your instructions** as **Data Processor** (and **Data Processor** under India's Digital Personal Data Protection Act, 2023 — "**DPDP Act**").

2. Roles under applicable law

Role	Party	Scope
Data Fiduciary / Data controller	You (the Reputify business customer)	Your customers' contact details, messaging decisions, and lawful basis to contact them
Data Processor	Joyful Designs (Reputify)	Sending, scheduling, tracking, opt-out enforcement, and compliance metadata storage only on your instructions

You are responsible for:

- Obtaining and documenting **lawful consent or another valid legal basis** before sends
- Providing appropriate **privacy notices** to your customers where required
- Responding to **end-customer rights requests** as Data Fiduciary (access, correction, deletion, grievance)

We will **assist you** as Processor with reasonable technical measures where required by law and this DPA.

3. Scope of processing

We process end-customer personal data **only** to provide messaging features you configure, including:

- **Review Generation** — individual review requests (email or WhatsApp)
- **Campaigns** — bulk or batched review requests you initiate

- **Scheduling and delivery** — queueing, send-time opt-out checks, delivery/read status via provider webhooks
- **Compliance tooling** — consent attestation records, do-not-contact (opt-out) lists, inbound STOP handling where enabled
- **Operational support** — troubleshooting send failures you report

We **do not** use end-customer contact data for our own marketing or unrelated profiling.

4. Categories of personal data processed

Category	Examples	Purpose
Contact identifiers	Email address, phone number (E.164), optional customer name	Address and personalize review requests
Send metadata	Channel, template, schedule, status, failure reason, provider message IDs	Operate sends, analytics, and support
Consent records	Attestation timestamp, consent basis recorded at send/campaign creation	Compliance audit trail
Opt-out data	Email or phone on do-not-contact list; source (unsubscribe, STOP, manual)	Honour opt-outs and prevent re-contact
Inbound messages	WhatsApp STOP/unsubscribe text, provider message IDs (where webhooks enabled)	Opt-out processing and support

We do **not** require you to upload government ID numbers or sensitive special-category data for review requests.

5. Data retention summary (customer-facing)

We retain end-customer messaging data **only as long as needed** for the purposes below. This summary is provided for your notices to customers and internal compliance records.

Data category	Retention period	Notes
Review request records (contact, send status, template, schedule, consent attestation)	While your Reputify account is active	Needed to operate sends, retries, scheduled messages, delivery tracking, and compliance records

Data category	Retention period	Notes
Opt-out / do-not-contact list	While your account is active, plus a limited period after account closure where needed	Retained so opted-out individuals are not contacted again through Reputify; may be kept longer if required for legal defence or dispute resolution
Campaign recipient rows	Same as review request records	Linked to parent campaign and individual send rows
Inbound WhatsApp messages (e.g. STOP replies)	While your account is active; operational logs may use shorter periods	Used for opt-out processing and support; not used for marketing
Provider webhook / delivery metadata	While your account is active; security logs may use shorter periods	Required to update send/delivery status

After account termination or deletion request:

- We delete or anonymize end-customer messaging data **subject to** legal, contractual, and operational requirements
- **Opt-out records** may be retained for a limited period after closure where necessary to **honour do-not-contact obligations** and prevent accidental re-contact
- Aggregated, non-identifying statistics may be retained for service improvement where permitted

Trial workspaces: If your trial expires without a paid subscription, workspace data (including messaging data) is typically retained for approximately **thirty (30) days** (or as communicated in product emails) so you can subscribe and restore access; after that window, data may be permanently deleted.

You may export your account data via **Privacy & Data Management** in the product. End-customers should generally contact **you** first as Data Fiduciary; we assist Processor requests initiated by you.

6. Your instructions and restrictions

You instruct us to process end-customer data **only** when you:

- Submit a review request or campaign through the product
- Configure integrations (email, WhatsApp) and templates
- Maintain opt-out lists or approve sends after consent attestation

You **must not** instruct us to process data you do not have lawful authority to use. You must honour opt-outs promptly, including entries on your Reputify opt-out list and customer STOP/unsubscribe requests.

We may **suspend messaging features** if we reasonably believe processing violates law, platform terms, or this DPA.

7. Subprocessors

We use trusted service providers ("**subprocessors**") who process data on our behalf under appropriate agreements. Relevant categories for customer messaging include:

Subprocessor category	Purpose
Cloud hosting / infrastructure	Application hosting, databases, backups
Email delivery	Sending review request emails (your SMTP or platform delivery)
Meta / WhatsApp Business Platform	WhatsApp template messaging and delivery webhooks
Payment processing	Subscription billing (not end-customer messaging content)

A current list of material subprocessors is described in our **Privacy Policy**. We require subprocessors to protect personal data consistent with applicable law and our agreements.

We will notify you of **material changes** to subprocessors affecting messaging through product communications or policy updates where practicable.

8. Security measures

We implement appropriate **technical and organizational measures**, including:

- Encryption in transit (TLS/SSL) and encryption at rest where applicable
- Access controls, authentication, and tenant isolation between business workspaces
- Secure credential storage for integrations (e.g. encrypted tokens)
- Monitoring and logging for security and operational troubleshooting

Details are summarized in our Privacy Policy (Data Security). No method of transmission is 100% secure.

9. Assistance with data subject rights

When an **end-customer** exercises rights (access, correction, deletion, opt-out) regarding data processed through Reputify:

1. The customer should contact **you** as Data Fiduciary in the first instance
2. You may use product features (opt-out lists, export, account deletion) or contact **support@reputify.app** for Processor assistance
3. We will respond to **lawful, documented requests from you** within a reasonable timeframe, subject to verification and legal limits

We do not adjudicate disputes between you and your customers.

10. Personal data breach notification

If we become aware of a **personal data breach** affecting end-customer messaging data we process on your behalf, we will **notify you without undue delay** after confirming the breach, providing information reasonably available to help you meet your obligations as Data Fiduciary.

Notification will be sent to your account contact email or support channel unless you designate another contact in writing.

11. Deletion and return of data

Upon **termination** of your Reputify subscription or **written deletion request** for your workspace:

- We will delete or return end-customer messaging data **within a reasonable period**, subject to retention in Section 5 and backup cycles
- **Opt-out records** may be retained as described in Section 5
- You should export data before closure where you need continued records as Data Fiduciary

Account deletion flows in the product initiate this process; contact support if you need confirmation.

12. International transfers

Reputify may store and process data on servers in **India and/or other countries**. Where data is transferred across borders, we use appropriate safeguards recognized by applicable law (including contractual protections with subprocessors where required).

13. Term and updates

This DPA remains in effect while you use Reputify messaging features. We may update this DPA to reflect legal, product, or security changes. Material updates will be posted at <https://reputify.app/legal/dpa> with an updated "Last updated" date. Continued use after notice constitutes acceptance where permitted by law.

14. Contact

Joyful Designs (Reputify) Email: support@reputify.app Website: <https://reputify.app>

For DPA or end-customer processing questions, contact us with your business name and Reputify account email. For grievances under the DPDP Act regarding **your Reputify account data**, see the Privacy Policy.

This document is provided for customer transparency and compliance support. It does not constitute legal advice. Consult qualified counsel for your jurisdiction and use case.