

List of subprocessors

Updated: 2026-08-14, effective as of 2026-09-13

This page contains a list of the subprocessors that ProductImpulse B.V. makes use of pursuant to our Privacy Policy and DPA. ProductImpulse B.V. is a Dutch company registered with the Dutch Chamber of Commerce under number 60414464 located at Kromme Nieuwegracht 66, 3512 HL Utrecht, and is hereafter referred to as "Channable".

Changes to this list

Channable uses this list to communicate changes in subprocessors. Changes to this page are made when Channable contracts new subprocessors. Channable account owners are updated of changes over email.

In the event that a subscriber does not agree to a change in subprocessors, the subscriber needs to contact Channable in writing within fourteen (14) days documenting their objection and the actions the subscriber wishes Channable to take. If this does not happen, the subscriber consents to the change in subprocessors.

Infrastructure subprocessors

Infrastructure Subprocessors enable Channable to provide the Channable Service (as defined in our Terms and Conditions). The following is an up-to-date list of processors (as of the date of this document):

Entity	Country of residence	Purpose
Google LLC	US	Cloud services
Functional Software, Inc.	US	Error monitoring

Support subprocessors

Channable makes use of the following subprocessors for providing customer support and customer onboarding. Entities marked 'if applicable' are only used in case a support query requires diagnostic input from the respective subprocessor - for example, the integration between the subprocessor's software and Channable is not functioning as expected.

Entity	Country of residence	Purpose
Hubspot, Inc.	DE	Email, ticketing
Intercom, Inc.	US	Onboarding

Aircall SAS	FR	Telephony
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Other subprocessors

Other subprocessors enable Channable to provide additional services outside of the Channable Service. Examples of additional services are sales activities, marketing and work tracking.

Entity	Country of residence	Purpose
Productboard, Inc	US	Product management
Linear	US	Product management
Mixpanel	US	Behavior analytics
GitBook	US	Product documentation and strategic insights

Hotjar Ltd.	Malta	Feedback and behavior analytics
ImpactPilot	EU	Strategic CS insights
Storylane	US	Interactive demos
Trustpilot	Denmark	Customer review and feedback management platform
LinkedIn	US	Ads targeting & measurement
Google LLC	US	Ads targeting & measurement
Channable ApS	Denmark	Customer support, sales and marketing
Channable Iberia S.L.	Spain	Customer support, sales and marketing

Channable Inc.	US	Customer support, sales and marketing
Channable GmbH	Germany	Customer support, sales and marketing