

Personal data in Kontent by Kentico

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This article lists the types of personal data handled by Kontent and its flow in the system, as well as the data exchanged with third party services. Kontent by Kentico uses Microsoft Azure to store all customer data.

Personal data

You can use the following information when analyzing the GDPR (General Data Protection Regulation) compliance of your projects. The regulation basically applies to organizations that collect, process data from EU residents or cooperate with EU-based organizations that process the data on their behalf or offer products or services to customers based in the EU.

For example, you need to comply with the GDPR in the following cases:

- Your company uses Kontent and is based in the EU.
- You provide products or services to customers based in the EU.

For more information about the GDPR, see the [Official Journal of the European Union](#).

Disclaimers

- This page only covers the **built-in Kontent** functionality. You also need to check any custom functionality in your project for personal data handling.
- This page is provided for **informational purposes only** and should not be relied upon as legal advice. You can use the information to identify personal data and its flow in the system, and take appropriate measures. However, we recommend consulting with a legally qualified professional to verify that your project complies with the GDPR.

Kontent users

A Kontent user represents any person who signed up for a Kontent account.

Data	Source	Purpose / Description
Address	Provided by the user when entering payment information	Billing – used for invoicing
Browser	Extracted from the user's browser	Azure Application Insights – debugging and problem analysis
Business type	Provided by the user during sign-up	Intercom – used for support requests within Kontent and other communication with Amplitude – tracking and analysis
Business role	Provided by the user during sign-	Intercom – used for support

	up	requests within Kontent and other communication with Kentico Amplitude – tracking and analysis
Content	Provided by the user when using Kontent	Any content typed in by the user. Also includes user information in comments, older versions, workflows, and so on.
Device type	Extracted from the user's browser	Azure Application Insights – debugging and problem analysis
Email address	Provided by the user during sign-up Provided by other user when inviting the user	Amplitude – tracking and analysis (domain only) Authentication – used to authenticate the user during sign-in (Auth0) Azure Application Insights – debugging and problem analysis Billing – used for invoices and reports Emails – sending service and subscription notifications (SendGrid) Intercom – used for support requests within Kontent and other communication with Kentico Invitations – used to invite new users to Kontent projects User profile – managing user profile information
Events and activity tracking	Logged by the system when user performs an action	Amplitude – tracking and analysis Azure Application Insights – debugging and problem analysis Hotjar – tracking and analysis Intercom – used for support requests within Kontent and other communication with Kentico
Geolocation data	Extracted from network communication with the user	Azure Application Insights – debugging and problem analysis
IP address	Extracted from network communication with the user	Azure Application Insights – debugging and problem analysis
Name	Provided by the user during sign-up Provided by the user on the user profile page Provided by other user when inviting the user	Billing – used for generating reports and subscription management Intercom – used for support requests within Kontent and other communication with Kentico

		User profile – managing user profile information
Operating system	Extracted from the user's browser	Azure Application Insights – debugging and problem analysis
Password	Provided by the user during sign-up	Authentication – used to authenticate the user during sign-in (Auth0)
Payer ID	Payer ID	Billing – used to identify the user in the billing system
Phone number	Provided by the user during sign-up	Your phone number is used for account recovery and verification. Intercom – used for support requests within Kontent and other communication with Kentico
Subscription plan	Assigned by the system during sign-up Managed by the user	Billing – subscription management
User creation date	System-generated during sign-up	Azure Application Insights – debugging and problem analysis
User ID	System-generated during sign-up	Amplitude – tracking and analysis Authentication – used to authenticate the user during sign-in (Auth0) Azure Application Insights – debugging and problem analysis Intercom – used for support requests within Kontent and other communication with Kentico Unique identification in the product
User role	Configured by other user with required permissions	Determines what the user can access in Kontent

Third-party services

Amplitude

Provider: Amplitude Inc., having its registered office 631 Howard St., Floor 5, San Francisco, CA 94105, United States of America

Amplitude is an event tracking, growth, and product analytics tool. Kontent uses Amplitude to see how users interact with Kontent (on anonymous basis) in order to gather insights and improve the product. [More about](#)

[Amplitude](#)

Data we send:

- Business role
- Business type
- Domain of the email address
- Events and activity tracking (data acquired thereby)
- User ID

Auth0

Provider: Auth0, Inc., having its registered office at 10800 NE 8th Street, Suite 600, Bellevue, WA 98004, United States of America

Auth0 is an identity management platform. Kontent uses Auth0 to manage user sign-ups and sign-ins. [More about Auth0 and the GDPR](#)

Data we send:

- User ID

Data we receive:

- Email address

Hotjar

Provider: Hotjar Limited, a private limited liability company, having its registered office at Level 2, St Julian's Business Centre, 3, Elia Zammit Street, St Julian's STJ 1000, Malta

Hotjar is an online behavior and feedback tool. Kontent uses Hotjar to see how users work with the service (on anonymous basis) and optimize the user experience. [More about Hotjar and the GDPR](#)

Data we send:

- Events and activity tracking (data acquired thereby)

Intercom

Provider: Intercom R&D Unlimited Company, having its registered office at 2nd Floor, Stephen Court, 18-21 St. Stephen's Green, Dublin 2, Republic of Ireland

Intercom is a customer messaging platform. Kontent uses Intercom as a platform for placing support requests and sending targeted messages to Kontent users and manage conversations with leads and customers. [More about Intercom and the GDPR](#)

Data we send:

- Business role
- Business type

- Email address
- Events and activity tracking (data acquired thereby)
- Name (First name, Last name)
- Phone number
- User ID

Pardot

Provider: Salesforce Pardot, having its registered office at The Landmark at One Market, Suite 300, San Francisco, CA 94105, United States of America

Pardot is a complex B2B marketing automation solution that features CRM integration, email marketing, lead nurturing, lead scoring, and ROI reporting. Kontent uses Pardot to help marketing and sales teams work together to generate and qualify leads, shorten sales cycles, and track marketing ROI. Pardot also enables Kontent to see how users work with the service and optimizes the user experience. [More about Pardot and the GDPR](#).

Data we send:

- Business role
- Business type
- Email address
- Events and activity tracking (data acquired thereby)
- Name (First name, Last name)
- Country
- State
- Company
- Phone number
- User ID

SendGrid

Provider: SendGrid, Inc., having its registered office at 1801 California Street, Suite 500, Denver, Colorado 80202, United States of America

SendGrid is a cloud-based email delivery platform. Kontent uses SendGrid to send service notifications to Kontent users. For example, notifications about subscriptions, content assignment changes, new comments, and others. [More about SendGrid and the GDPR](#).

Data we send:

- Email address