Google Ads Data Processing Terms - Subprocessor Information

This page provides information about Subprocessors. Capitalized terms have the meanings given in the Google Ads Data Processing Terms.

Third Party Subprocessors

Google and its Affiliates use a range of Third Party Subprocessors in connection with the Processor Services.

Customer Support

These Third Party Subprocessors provide customer and service support. This may include: phone and email support; response, diagnosis and resolution services; incident tracking; product assistance, including the creation of reports; responding to customer queries; and software application development and support for customers.

Entity Name	Applicable Processor Services	Corporate Location
Accenture Co. Ltd.	Display & Video 360 (formerly known as DoubleClick Bid Manager) Audience Partner API (formerly known as DoubleClick Data Platform) Campaign Manager (formerly known as DoubleClick Campaign Manager) Search Ads 360 (formerly known as DoubleClick Search) Google Analytics Google Analytics for Firebase Google Data Studio Google Optimize Google Optimize	Taiwan

	Google Tag Manager Google Tag Manager 360	
Accenture Inc.	Display & Video 360 (formerly known as DoubleClick Bid Manager) Audience Partner API (formerly known as DoubleClick Data Platform) Campaign Manager (formerly known as DoubleClick Campaign Manager) Search Ads 360 (formerly known as DoubleClick Search) Google Analytics Google Analytics for Firebase Google Data Studio Google Optimize Google Optimize Google Tag Manager Google Tag Manager 360	Philippines
Accenture Japan Ltd.	Display & Video 360 (formerly known as DoubleClick Bid Manager) Audience Partner API (formerly known as DoubleClick Data Platform) Campaign Manager (formerly known as DoubleClick Campaign Manager) Search Ads 360 (formerly known as DoubleClick Search) Google Analytics Google Analytics for	Japan

	Firebase Google Data Studio Google Optimize Google Optimize 360 Google Tag Manager Google Tag Manager 360	
Accenture LLP	Display & Video 360 (formerly known as DoubleClick Bid Manager) Audience Partner API (formerly known as DoubleClick Data Platform) Campaign Manager (formerly known as DoubleClick Campaign Manager) Search Ads 360 (formerly known as DoubleClick Search) Google Analytics Google Analytics 360 Google Analytics for Firebase Google Data Studio Google Optimize Google Optimize Google Tag Manager Google Tag Manager	United States
Accenture Public Limited Company	Display & Video 360 (formerly known as DoubleClick Bid Manager) Audience Partner API (formerly known as DoubleClick Data Platform) Campaign Manager (formerly known as DoubleClick Campaign Manager) Search Ads 360 (formerly known as DoubleClick	Ireland

	Search) Google Analytics Google Analytics 360 Google Analytics for Firebase Google Data Studio Google Optimize Google Optimize 360 Google Tag Manager Google Tag Manager 360	
Accenture Solutions Private Limited	Display & Video 360 (formerly known as DoubleClick Bid Manager) Audience Partner API (formerly known as DoubleClick Data Platform) Campaign Manager (formerly known as DoubleClick Campaign Manager) Search Ads 360 (formerly known as DoubleClick Search) Google Analytics Google Analytics 360 Google Analytics for Firebase Google Data Studio Google Optimize Google Tag Manager Google Tag Manager	India
ARTERIA S.A.	Google Analytics	Poland
Atento Argentina S.A.	Google Analytics	Argentina
Cognizant Serviços de Tecnologia e Software do Brasil S/A	Display & Video 360 (formerly known as DoubleClick Bid Manager) Audience Partner API (formerly known as DoubleClick Data Platform)	Brazil

	(formerly known as DoubleClick Campaign Manager) Search Ads 360 (formerly known as DoubleClick Search) Google Analytics Google Analytics 360 Google Analytics for Firebase Google Data Studio Google Optimize Google Optimize Google Tag Manager Google Tag Manager 360 Display & Video 360 (formerly known as	
Cognizant Technology Solutions de Argentina SRL	DoubleClick Bid Manager) Audience Partner API (formerly known as DoubleClick Data Platform) Campaign Manager (formerly known as DoubleClick Campaign Manager) Search Ads 360 (formerly known as DoubleClick Search) Google Analytics Google Analytics 360 Google Analytics for Firebase Google Data Studio Google Optimize Google Optimize Google Tag Manager Google Tag Manager 360	Argentina
Cognizant Technology Solutions de Mexico S.A. de C.V.	Display & Video 360 (formerly known as DoubleClick Bid Manager)	Mexico

	Audience Partner API (formerly known as DoubleClick Data Platform) Campaign Manager (formerly known as DoubleClick Campaign Manager) Search Ads 360 (formerly known as DoubleClick Search) Google Analytics Google Analytics for Firebase Google Data Studio Google Optimize Google Optimize Google Tag Manager Google Tag Manager 360	
Cognizant Technology Solutions India Private Limited	Display & Video 360 (formerly known as DoubleClick Bid Manager) Audience Partner API (formerly known as DoubleClick Data Platform) Campaign Manager (formerly known as DoubleClick Campaign Manager) Search Ads 360 (formerly known as DoubleClick Search) Google Analytics Google Analytics 360 Google Analytics for Firebase Google Data Studio Google Optimize Google Optimize Google Tag Manager Google Tag Manager	India

Cognizant Technology Solutions Ireland Limited	Display & Video 360 (formerly known as DoubleClick Bid Manager) Audience Partner API (formerly known as DoubleClick Data Platform) Campaign Manager (formerly known as DoubleClick Campaign Manager) Search Ads 360 (formerly known as DoubleClick Search) Google Analytics Google Analytics 360 Google Analytics for Firebase Google Data Studio Google Optimize Google Tag Manager Google Tag Manager 360	Ireland
Cognizant Technology Solutions Philippines, Inc.	Display & Video 360 (formerly known as DoubleClick Bid Manager) Audience Partner API (formerly known as DoubleClick Data Platform) Campaign Manager (formerly known as DoubleClick Campaign Manager) Search Ads 360 (formerly known as DoubleClick Search) Google Analytics Google Analytics for Firebase Google Data Studio Google Optimize	Philippines

	Google Optimize 360 Google Tag Manager Google Tag Manager 360	
Cognizant Technology Solutions US Corporation	Display & Video 360 (formerly known as DoubleClick Bid Manager) Audience Partner API (formerly known as DoubleClick Data Platform) Campaign Manager (formerly known as DoubleClick Campaign Manager) Search Ads 360 (formerly known as DoubleClick Search) Google Analytics Google Analytics for Firebase Google Data Studio Google Optimize Google Tag Manager Google Tag Manager 360	United States
Cognizant Worldwide Limited	Display & Video 360 (formerly known as DoubleClick Bid Manager) Audience Partner API (formerly known as DoubleClick Data Platform) Campaign Manager (formerly known as DoubleClick Campaign Manager) Search Ads 360 (formerly known as DoubleClick Search) Google Analytics Google Analytics 360	Ireland

	Google Analytics for Firebase Google Data Studio Google Optimize Google Optimize 360 Google Tag Manager Google Tag Manager 360	
Competence Call Center İstanbul Çağrı Merkezi Hizmetleri Anonim Şirketi	Google Analytics	Turkey
Concentrix Corporation	Display & Video 360 (formerly known as DoubleClick Bid Manager) Audience Partner API (formerly known as DoubleClick Data Platform) Campaign Manager (formerly known as DoubleClick Campaign Manager) Search Ads 360 (formerly known as DoubleClick Search) Google Analytics Google Analytics 360 Google Analytics for Firebase Google Data Studio Google Optimize Google Tag Manager Google Tag Manager 360	United States
Concentrix Daksh Services India Private Limited	Display & Video 360 (formerly known as DoubleClick Bid Manager) Audience Partner API (formerly known as DoubleClick Data Platform) Campaign Manager (formerly known as DoubleClick Campaign	India

	Manager) Search Ads 360 (formerly known as DoubleClick Search) Google Analytics Google Analytics 360 Google Analytics for Firebase Google Data Studio Google Optimize Google Optimize 360 Google Tag Manager Google Tag Manager 360	
Dock 15 GmbH	Google Analytics	Germany
EPAM Systems Inc.	Display & Video 360 (formerly known as DoubleClick Bid Manager) Audience Partner API (formerly known as DoubleClick Data Platform) Campaign Manager (formerly known as DoubleClick Campaign Manager) Search Ads 360 (formerly known as DoubleClick Search) Google Analytics Google Analytics 360 Google Analytics for Firebase Google Data Studio Google Optimize Google Tag Manager Google Tag Manager Google Tag Manager	United States
FIS Global Business Solutions India Private Limited	Display & Video 360 (formerly known as DoubleClick Bid Manager) Audience Partner API (formerly known as	India

	DoubleClick Data Platform) Campaign Manager (formerly known as DoubleClick Campaign Manager) Search Ads 360 (formerly known as DoubleClick Search) Google Analytics Google Analytics 360 Google Analytics for Firebase Google Data Studio Google Optimize Google Tag Manager Google Tag Manager 360	
G Partner Sp. z o.o.	Google Analytics	Poland
GALLUP ARTERIA MANAGEMENT SPÓŁKA Z OGRANICZONĄ ODPOWIEDZIALNOŚCIĄ SPÓŁKA KOMANDYTOWA	Google Analytics	Poland
GlobalLogic Inc.	Display & Video 360 (formerly known as DoubleClick Bid Manager) Audience Partner API (formerly known as DoubleClick Data Platform) Campaign Manager (formerly known as DoubleClick Campaign Manager) Search Ads 360 (formerly known as DoubleClick Search) Google Analytics Google Analytics for Firebase Google Data Studio	United States

	Google Optimize Google Optimize 360 Google Tag Manager Google Tag Manager 360	
GlobalLogic Technologies Limited	Display & Video 360 (formerly known as DoubleClick Bid Manager) Audience Partner API (formerly known as DoubleClick Data Platform) Campaign Manager (formerly known as DoubleClick Campaign Manager) Search Ads 360 (formerly known as DoubleClick Search) Google Analytics Google Analytics 360 Google Analytics for Firebase Google Data Studio Google Optimize Google Tag Manager Google Tag Manager 360	India
HCL (Ireland) Information Systems Ltd.	Display & Video 360 (formerly known as DoubleClick Bid Manager) Audience Partner API (formerly known as DoubleClick Data Platform) Campaign Manager (formerly known as DoubleClick Campaign Manager) Search Ads 360 (formerly known as DoubleClick Search) Google Analytics	Ireland

	Google Analytics 360 Google Analytics for Firebase Google Data Studio Google Optimize Google Optimize 360 Google Tag Manager Google Tag Manager 360	
HCL America Inc.	Display & Video 360 (formerly known as DoubleClick Bid Manager) Audience Partner API (formerly known as DoubleClick Data Platform) Campaign Manager (formerly known as DoubleClick Campaign Manager) Search Ads 360 (formerly known as DoubleClick Search) Google Analytics Google Analytics 360 Google Analytics for Firebase Google Data Studio Google Optimize Google Tag Manager Google Tag Manager Google Tag Manager	United States
HCL Technologies Limited	Display & Video 360 (formerly known as DoubleClick Bid Manager) Audience Partner API (formerly known as DoubleClick Data Platform) Campaign Manager (formerly known as DoubleClick Campaign Manager)	India

	Search Ads 360 (formerly known as DoubleClick Search) Google Analytics Google Analytics 360 Google Analytics for Firebase Google Data Studio Google Optimize Google Optimize Google Tag Manager Google Tag Manager 360	
HCL Tecnologia da Informacao Ltda.	Display & Video 360 (formerly known as DoubleClick Bid Manager) Audience Partner API (formerly known as DoubleClick Data Platform) Campaign Manager (formerly known as DoubleClick Campaign Manager) Search Ads 360 (formerly known as DoubleClick Search) Google Analytics Google Analytics 360 Google Analytics for Firebase Google Data Studio Google Optimize Google Tag Manager Google Tag Manager Google Tag Manager	Brazil
Infinity Contact Inc.	Google Analytics	United States
Intelenet Global Services Private Limited	Display & Video 360 (formerly known as DoubleClick Bid Manager) Audience Partner API (formerly known as	India

	DoubleClick Data Platform) Campaign Manager (formerly known as DoubleClick Campaign Manager) Search Ads 360 (formerly known as DoubleClick Search) Google Analytics Google Analytics for Firebase Google Data Studio Google Optimize Google Tag Manager Google Tag Manager 360	
JAK - Marketing Dialog Agnieszka Grys	Google Analytics	Poland
K.K. Teledirect Japan	Google Analytics	Japan
Majorel Ireland Limited (formerly known as Arvato Finance Services Limited)	Display & Video 360 (formerly known as DoubleClick Bid Manager) Audience Partner API (formerly known as DoubleClick Data Platform) Campaign Manager (formerly known as DoubleClick Campaign Manager) Search Ads 360 (formerly known as DoubleClick Search) Google Analytics Google Analytics for Firebase Google Data Studio Google Optimize Google Optimize 360	Ireland

	Google Tag Manager Google Tag Manager 360	
Pendragon Sp. z o.o.	Google Analytics	Poland
PTS Petereit Services GmbH and Co. KG	Google Analytics	Germany
Regalix Inc.	Display & Video 360 (formerly known as DoubleClick Bid Manager) Audience Partner API (formerly known as DoubleClick Data Platform) Campaign Manager (formerly known as DoubleClick Campaign Manager) Search Ads 360 (formerly known as DoubleClick Search) Google Analytics Google Analytics for Firebase Google Data Studio Google Optimize Google Optimize Google Tag Manager Google Tag Manager 360	United States
Regalix India Private Limited	Google Analytics	India
SCSK Serviceware Corporation	Display & Video 360 (formerly known as DoubleClick Bid Manager) Audience Partner API (formerly known as DoubleClick Data Platform) Campaign Manager (formerly known as DoubleClick Campaign Manager) Search Ads 360 (formerly known as DoubleClick	Japan

Display & Video 360 (formerly known as DoubleClick Bid Manager) Audience Partner API (formerly known as DoubleClick Data Platform) Campaign Manager (formerly known as DoubleClick Campaign Manager) Search Ads 360 (formerly known as DoubleClick Search) Google Analytics Google Analytics for Firebase Google Optimize Google Optimize Google Optimize Google Tag Manager Google Tag Manager Google Tag Manager Google Tag Manager Google Analytics Portugal Teleperformance Portugal, S.A. Google Analytics Portugal Teletech Brasil Servicos Ltda. Google Analytics Ireland Teletech Customer Care Management (Ireland) Limited Teletech Europe BV Google Analytics Netherlands TMJ, INC		Search) Google Analytics Google Analytics 360 Google Analytics for Firebase Google Data Studio Google Optimize Google Optimize 360 Google Tag Manager Google Tag Manager 360	
Teleperformance Portugal, S.A. Google Analytics Portugal Teletech Brasil Servicos Ltda. Google Analytics Brazil Teletech Customer Care Management (Ireland) Limited Google Analytics Ireland Teletech Europe BV Google Analytics Netherlands	Teledirect Telecommerce Sdn. Bhd.	(formerly known as DoubleClick Bid Manager) Audience Partner API (formerly known as DoubleClick Data Platform) Campaign Manager (formerly known as DoubleClick Campaign Manager) Search Ads 360 (formerly known as DoubleClick Search) Google Analytics Google Analytics 360 Google Analytics for Firebase Google Data Studio Google Optimize Google Optimize Google Tag Manager	Malaysia
Teletech Brasil Servicos Ltda. Google Analytics Brazil Teletech Customer Care Management (Ireland) Limited Google Analytics Ireland Teletech Europe BV Google Analytics Netherlands	Teleperformance Espana SAU	Google Analytics	Spain
Teletech Customer Care Management (Ireland) Limited Google Analytics Ireland Teletech Europe BV Google Analytics Netherlands	Teleperformance Portugal, S.A.	Google Analytics	Portugal
(Ireland) Limited Teletech Europe BV Google Analytics Ireland Netherlands	Teletech Brasil Servicos Ltda.	Google Analytics	Brazil
		Google Analytics	Ireland
TMJ, INC Google Analytics Japan	Teletech Europe BV	Google Analytics	Netherlands
	TMJ, INC	Google Analytics	Japan

Wipro IT Services Poland Sp. z o.o.	Display & Video 360 (formerly known as DoubleClick Bid Manager) Audience Partner API (formerly known as DoubleClick Data Platform) Campaign Manager (formerly known as DoubleClick Campaign Manager) Search Ads 360 (formerly known as DoubleClick Search) Google Analytics Google Analytics 360 Google Analytics for Firebase Google Data Studio Google Optimize Google Tag Manager Google Tag Manager	Poland
Wipro Limited	Google Data Studio	India
Wipro LLC	Google Data Studio	United States
Zevas Communications Ltd.	Google Analytics	Ireland

Google Affiliate Subprocessors

The Google Affiliate Subprocessors listed below engage personnel to provide service support, IT-facility management, and customer support functions in connection with the Processor Services. The service support and IT-facility management functions include activities related to managing the functionality, availability and reliability of the Processor Services, as well as product management. Some Google Affiliate Subprocessors also provide ongoing customer support for the Processor Services.

Google Affiliate Subprocessors followed by (*) engage personnel that provide IT-facility management, including the maintenance and upkeep of Google's worldwide data centers.

Entity Name	Applicable Processor Services	Corporate Location
Charter Investments Limited*	IT-facility management	Taiwan

GGLE Portugal Lda	Display & Video 360 (formerly known as DoubleClick Bid Manager) Search Ads 360 (formerly known as DoubleClick Search) Google Analytics Google Analytics 360 Google Analytics for Firebase Google Tag Manager Google Tag Manager 360	Portugal
GOC Philippines, Inc.	Display & Video 360 (formerly known as DoubleClick Bid Manager) Audience Partner API (formerly known as DoubleClick Data Platform) Campaign Manager (formerly known as DoubleClick Campaign Manager) Search Ads 360 (formerly known as DoubleClick Search) Google Analytics Google Analytics 360 Google Analytics for Firebase Google Data Studio Google Optimize Google Optimize 360 Google Tag Manager Google Tag Manager 360	Philippines
GOC Services India Private Limited	Display & Video 360 (formerly known as DoubleClick Bid Manager) Audience Partner API (formerly known as DoubleClick Data Platform) Campaign Manager (formerly known as DoubleClick Campaign Manager) Search Ads 360 (formerly known as DoubleClick Search) Google Analytics Google Analytics 360 Google Analytics for Firebase Google Data Studio Google Optimize Google Tag Manager Google Tag Manager 360	India

Google Infraestructura Argentina S.R.L.	as DoubleClick Bid Manager) Audience Partner API (formerly known as DoubleClick Data Platform) Campaign Manager (formerly known as DoubleClick Campaign Manager) Search Ads 360 (formerly known as DoubleClick Search) Google Analytics Google Analytics 360 Google Analytics for Firebase Google Tag Manager Google Tag Manager 360	
Google Asia Pacific Pte. Ltd. (リミテッド) *	Display & Video 360 (formerly known as DoubleClick Bid Manager) Audience Partner API (formerly known as DoubleClick Data Platform) Campaign Manager (formerly known as DoubleClick Campaign Manager) Search Ads 360 (formerly known as DoubleClick Search) Google Analytics Google Analytics 360 Google Analytics for Firebase Google Tag Manager Google Tag Manager 360	Singapore
Google Australia Pty Ltd.	Display & Video 360 (formerly known as DoubleClick Bid Manager) Audience Partner API (formerly known as DoubleClick Data Platform) Campaign Manager (formerly known as DoubleClick Campaign Manager) Search Ads 360 (formerly known as DoubleClick Search) Google Analytics Google Analytics 360 Google Analytics for Firebase Google Tag Manager Google Tag Manager 360	Australia
Google Austria GmbH	Display & Video 360 (formerly known as DoubleClick Bid Manager) Search Ads 360 (formerly known as DoubleClick Search)	Austria

Google Belgium NV Crystal Computing SPRL*	Display & Video 360 (formerly known as DoubleClick Bid Manager) Search Ads 360 (formerly known as DoubleClick Search)	Belgium
Google Brasil Internet Ltda.	Display & Video 360 (formerly known as DoubleClick Bid Manager) Audience Partner API (formerly known as DoubleClick Data Platform) Campaign Manager (formerly known as DoubleClick Campaign Manager) Search Ads 360 (formerly known as DoubleClick Search) Google Analytics Google Analytics 360 Google Analytics for Firebase Google Tag Manager Google Tag Manager 360	Brazil
Google Bucharest S.R.L.	Google Tag Manager Google Tag Manager 360	Romania
Google Canada Corporation	Display & Video 360 (formerly known as DoubleClick Bid Manager) Audience Partner API (formerly known as DoubleClick Data Platform) Campaign Manager (formerly known as DoubleClick Campaign Manager) Search Ads 360 (formerly known as DoubleClick Search) Google Analytics Google Analytics 360 Google Analytics for Firebase Google Tag Manager Google Tag Manager 360	Canada
Google Chile Limitada* Inversiones y Servicios Dataluna Limitada*	Search Ads 360 (formerly known as DoubleClick Search)	Chile
Google Columbia Limitada	Display & Video 360 (formerly known as DoubleClick Bid Manager) Search Ads 360 (formerly known as DoubleClick Search) Google Analytics Google Analytics 360	Columbia

	Google Analytics for Firebase Google Tag Manager Google Tag Manager 360	
Google Commerce Ltd. Google Ireland Limited*	Display & Video 360 (formerly known as DoubleClick Bid Manager) Audience Partner API (formerly known as DoubleClick Data Platform) Campaign Manager (formerly known as DoubleClick Campaign Manager) Search Ads 360 (formerly known as DoubleClick Search) Google Analytics Google Analytics 360 Google Analytics for Firebase Google Attribution Google Attribution 360 Google Optimize Google Optimize 360 Google Tag Manager Google Tag Manager 360	Ireland
Google Czech Republic, s.r.o.	Display & Video 360 (formerly known as DoubleClick Bid Manager) Search Ads 360 (formerly known as DoubleClick Search) Google Analytics Google Analytics 360 Google Analytics for Firebase Google Data Studio Google Optimize Google Optimize 360 Google Tag Manager Google Tag Manager 360	Czech Republic
Google Denmark ApS	Display & Video 360 (formerly known as DoubleClick Bid Manager) Audience Partner API (formerly known as DoubleClick Data Platform) Campaign Manager (formerly known as DoubleClick Campaign Manager) Search Ads 360 (formerly known as DoubleClick Search) Google Analytics Google Analytics 360	Denmark

	Google Analytics for Firebase Google Tag Manager Google Tag Manager 360	
Google Finland OY Tuike Finland OY*	Display & Video 360 (formerly known as DoubleClick Bid Manager) Campaign Manager (formerly known as DoubleClick Campaign Manager) Search Ads 360 (formerly known as DoubleClick Search)	Finland
Google France SARL	Display & Video 360 (formerly known as DoubleClick Bid Manager) Audience Partner API (formerly known as DoubleClick Data Platform) Campaign Manager (formerly known as DoubleClick Campaign Manager) Search Ads 360 (formerly known as DoubleClick Search) Google Analytics Google Analytics 360 Google Analytics for Firebase Google Tag Manager Google Tag Manager 360	France
Google FZ LLC	Display & Video 360 (formerly known as DoubleClick Bid Manager) Audience Partner API (formerly known as DoubleClick Data Platform) Campaign Manager (formerly known as DoubleClick Campaign Manager) Search Ads 360 (formerly known as DoubleClick Search) Google Analytics Google Analytics 360 Google Analytics for Firebase Google Tag Manager Google Tag Manager 360	United Arab Emirates
Google Germany GmbH	Display & Video 360 (formerly known as DoubleClick Bid Manager) Audience Partner API (formerly known as DoubleClick Data Platform) Campaign Manager (formerly known as DoubleClick Campaign Manager) Search Ads 360 (formerly known as	Germany

	DoubleClick Search) Google Analytics Google Analytics 360 Google Analytics for Firebase Google Tag Manager Google Tag Manager 360	
Google Greece Internet Applications Single Partner LTD	Search Ads 360 (formerly known as DoubleClick Search) Google Tag Manager Google Tag Manager 360	Greece
Google Hrvatska D.o.o.	Search Ads 360 (formerly known as DoubleClick Search) Google Analytics Google Analytics 360 Google Analytics for Firebase	Croatia
Google Israel Ltd.	Display & Video 360 (formerly known as DoubleClick Bid Manager) Audience Partner API (formerly known as DoubleClick Data Platform) Campaign Manager (formerly known as DoubleClick Campaign Manager) Search Ads 360 (formerly known as DoubleClick Search) Google Analytics Google Analytics 360 Google Analytics for Firebase Google Tag Manager Google Tag Manager 360	Israel
Google Italy S.r.l.	Display & Video 360 (formerly known as DoubleClick Bid Manager) Audience Partner API (formerly known as DoubleClick Data Platform) Campaign Manager (formerly known as DoubleClick Campaign Manager) Search Ads 360 (formerly known as DoubleClick Search) Google Analytics Google Analytics 360 Google Analytics for Firebase Google Tag Manager Google Tag Manager 360	Italy

Google Kenya Limited	Display & Video 360 (formerly known as DoubleClick Bid Manager) Audience Partner API (formerly known as DoubleClick Data Platform) Campaign Manager (formerly known as DoubleClick Campaign Manager) Search Ads 360 (formerly known as DoubleClick Search) Google Analytics Google Analytics 360 Google Analytics for Firebase Google Data Studio Google Optimize Google Optimize 360 Google Tag Manager Google Tag Manager 360	Kenya
Google Lithuania UAB	Display & Video 360 (formerly known as DoubleClick Bid Manager) Search Ads 360 (formerly known as DoubleClick Search)	Lithuania
Google Netherlands B.V. Green Box Computing B.V.*	Display & Video 360 (formerly known as DoubleClick Bid Manager) Audience Partner API (formerly known as DoubleClick Data Platform) Campaign Manager (formerly known as DoubleClick Campaign Manager) Search Ads 360 (formerly known as DoubleClick Search) Google Analytics Google Analytics 360 Google Analytics for Firebase Google Tag Manager Google Tag Manager 360	Netherlands
Google New Zealand Limited	Search Ads 360 (formerly known as DoubleClick Search) Google Tag Manager Google Tag Manager 360	New Zealand
Google Norway AS	Display & Video 360 (formerly known as DoubleClick Bid Manager) Audience Partner API (formerly known as DoubleClick Data Platform) Campaign Manager (formerly known	Norway

	as DoubleClick Campaign Manager) Search Ads 360 (formerly known as DoubleClick Search) Google Analytics Google Analytics 360 Google Analytics for Firebase Google Data Studio Google Optimize Google Optimize 360 Google Tag Manager Google Tag Manager 360	
Google Peru S.R.L.	Campaign Manager (formerly known as DoubleClick Campaign Manager) Search Ads 360 (formerly known as DoubleClick Search) Google Analytics Google Analytics 360 Google Analytics for Firebase Google Tag Manager Google Tag Manager 360	Peru
Google Poland Sp. z.o.o.	Display & Video 360 (formerly known as DoubleClick Bid Manager) Audience Partner API (formerly known as DoubleClick Data Platform) Campaign Manager (formerly known as DoubleClick Campaign Manager) Search Ads 360 (formerly known as DoubleClick Search) Google Analytics Google Analytics Google Analytics for Firebase Google Attribution Google Attribution Google Data Studio Google Optimize Google Optimize Google Tag Manager Google Tag Manager	Poland
Google Reklamcılık ve Pazarlama Ltd. Şti (a.k.a. Google Turkey)	Display & Video 360 (formerly known as DoubleClick Bid Manager) Audience Partner API (formerly known as DoubleClick Data Platform)	Turkey

	Campaign Manager (formerly known as DoubleClick Campaign Manager) Search Ads 360 (formerly known as DoubleClick Search)	
Google Slovakia, s.r.o.	Search Ads 360 (formerly known as DoubleClick Search)	Slovakia
Google South Africa Proprietary Limited	Search Ads 360 (formerly known as DoubleClick Search)	South Africa
Google Spain S.L.U.	Display & Video 360 (formerly known as DoubleClick Bid Manager) Audience Partner API (formerly known as DoubleClick Data Platform) Campaign Manager (formerly known as DoubleClick Campaign Manager) Search Ads 360 (formerly known as DoubleClick Search) Google Analytics Google Analytics 360 Google Analytics for Firebase Google Tag Manager Google Tag Manager 360	Spain
Google Sweden AB	Display & Video 360 (formerly known as DoubleClick Bid Manager) Audience Partner API (formerly known as DoubleClick Data Platform) Campaign Manager (formerly known as DoubleClick Campaign Manager) Search Ads 360 (formerly known as DoubleClick Search) Google Analytics Google Analytics 360 Google Analytics for Firebase	Sweden
Google Switzerland GmbH	Display & Video 360 (formerly known as DoubleClick Bid Manager) Audience Partner API (formerly known as DoubleClick Data Platform) Campaign Manager (formerly known as DoubleClick Campaign Manager) Search Ads 360 (formerly known as DoubleClick Search) Google Analytics	Switzerland

	Google Analytics 360 Google Analytics for Firebase Google Attribution Google Attribution 360 Google Data Studio Google Optimize Google Optimize 360 Google Tag Manager Google Tag Manager 360	
Google UK Ltd	Display & Video 360 (formerly known as DoubleClick Bid Manager) Audience Partner API (formerly known as DoubleClick Data Platform) Campaign Manager (formerly known as DoubleClick Campaign Manager) Search Ads 360 (formerly known as DoubleClick Search) Google Analytics Google Analytics 360 Google Analytics for Firebase Google Data Studio Google Optimize Google Optimize 360 Google Tag Manager Google Tag Manager 360	United Kingdom
Maguro Enterprises, LLC* Gable Corporation; Tetra, LLC* Tapaha Dynamics LLC* Myall, LLC* Design, LLC*	IT-facility management	United States

Subprocessor name change Effective February 4, 2020

Previous Version

• December 4, 2019