

Privacy Notice for Zendesk Integration

Last updated: 24 February 2026

This notice explains what data is accessed, used, and stored when you enable the Survicate integration for Zendesk ("Integration"), and for what purposes. It is intended to satisfy the disclosure requirements for Zendesk Marketplace apps.

1. Roles and Responsibilities

1.1. Customer (Zendesk account owner): typically the Controller (decides purposes and means of processing).

1.2. Zendesk: typically a Processor for the Customer under the Customer–Zendesk DPA.

1.3. Survicate S.A.: typically a Processor for the Customer (separate from Zendesk) for survey and integration-related processing.

1.4. Survicate Privacy Policy (general): <https://assets.survicate.com/docs/Privacy Policy 5.3.pdf>

1.5. Survicate privacy contact: privacy@survicate.com

2. Personal Data Processed in the Zendesk Integration

The Integration has two distinct data flows, each with a different processing profile.

2.1. Part 1: Survey Responses → Zendesk (Forward Sync)

2.1.1. Purpose: Automatically create or update Zendesk support tickets when a Survicate survey response is received.

2.1.2. Personal data sent to Zendesk (from the survey response):

- Respondent email address — used to identify or create the requester (end user) in Zendesk
- Respondent first and last name — used to create a new Zendesk end-user if one does not already exist
- Survey answers / response content — included in the ticket subject line and/or comment body
- Respondent custom attributes (if configured by the customer in Survicate) — included in ticket content via merge tags
- Response UUID / internal response identifier — included as an internal reference in the ticket

2.1.3. Notes / behavior:

- If the respondent does not exist in Zendesk, the Integration creates a new end-user using the respondent's name and email.
- When posting a comment to an existing ticket, the Integration uses a Survicate system user (e.g., zendesk.dummy@survicate.com) as the comment author. The respondent's data and survey response content may still appear in the ticket comment body.

2.2. Part 2: Zendesk → Survicate Insights Hub (Backward Sync)

2.2.1. Purpose: Import closed Zendesk tickets into Survicate's Insights Hub so they can be analyzed alongside survey data.

2.2.2. Personal data fetched from Zendesk and stored in Survicate (Insights Hub):

2.2.2.1. *Ticket requester (customer/end user):*

- Full name — stored as the feedback author name

- Email address — stored as the feedback author identifier
- Zendesk user ID — stored as an internal reference

2.2.2.2. Ticket assignee (support agent):

- Full name — stored as ticket metadata in Insights Hub
- Email address / Zendesk user ID — not stored for the assignee, unless the assignee is also the ticket requester

2.2.2.3. If the agent is also the ticket requester — the Integration stores that person's full name, email address, and Zendesk user ID.

2.2.2.4. Ticket content and metadata:

- Ticket description/body — stored as note content in Insights Hub
- Ticket comment text — stored as messages/comments in Insights Hub
- Ticket ID — stored as a feedback attribute for linking/reference
- Ticket creation date/time — stored as a feedback attribute

Retention note: Imported Hub notes (including ticket content and requester identifiers) are stored persistently in Survicate's Insights Hub until deleted by the customer. Disconnecting the Zendesk integration does not delete previously imported Hub notes.

3. OAuth Permissions, Access, and Token Handling

3.1. The Integration uses OAuth 2.0 to authenticate with Zendesk. Depending on enabled features, it may request permissions that allow:

- Read tickets (search and retrieve by ID)
- Read users (requester and assignee)
- Read ticket comments
- Create/update tickets and create ticket comments
- Create Zendesk end-users (for new survey respondents)

3.2. OAuth tokens/authorization data are stored per workspace while the Integration is connected.

3.3. When the user disconnects the Zendesk integration, Survicate removes authorization data, including OAuth tokens, and retains previously imported Hub notes.

4. How the Data Is Used

4.1. Survicate uses the data described above only to provide the enabled Integration functionality, including:

- creating/updating tickets from survey responses,
- importing closed tickets into Insights Hub for analysis,
- linking records using identifiers (e.g., ticket ID, Zendesk user ID),
- operating, securing, and supporting the Integration (monitoring, troubleshooting, abuse prevention, reliability).

4.2. Survicate does not sell Zendesk data accessed via the Integration and does not use it to build advertising profiles.

5. Data Sharing and Subprocessors

5.1. Survicate may use vetted service providers (subprocessors) to host and operate its services (e.g., cloud infrastructure, monitoring, and—if enabled—email delivery). These providers process data only under Survicate's instructions and appropriate safeguards.

6. International Transfers

6.1. If data is processed outside the UK/EEA, Survicate uses appropriate safeguards (such as Standard Contractual Clauses and Transfer Impact Assessments) where required by applicable law.

7. Security

7.1. Survicate maintains technical and organizational measures appropriate to the risk, including access controls, encryption in transit, and monitoring/logging designed to detect and prevent misuse.

7.2. Survicate is ISO 27001 certified.

8. End-User Rights and Requests

8.1. If you are an end user (requester) and want to exercise your rights, please contact the organization you interacted with (the Zendesk customer). Survicate supports its customers in fulfilling such requests as a processor.

9. Updates

9.1. We may update this notice to reflect changes in the Integration or legal requirements. The "Last updated" date will be revised accordingly.