

Procurement pack

Broadcastwell LLC. Version 1.0, 26 September 2026. No form and no sign-up: forward this file freely. Where a signed agreement or the published terms differ from this pack, they control. Every statement here matches broadcastwell.com/terms, [/privacy](https://broadcastwell.com/privacy) and [/security](https://broadcastwell.com/security) as of this date.

Contents: 1 Who we are. 2 Subprocessors. 3 Data we handle. 4 Retention and deletion. 5 Security questionnaire. 6 DPA template. 7 Method summary (v1.1). 8 Sample receipts.

1. Who we are

- **Legal entity:** Broadcastwell LLC, a limited liability company formed in Indiana, United States.
- **What we do:** we measure how AI search engines answer the buyer questions of a software category, report who is named and the sources those answers cite, and deliver the fixes. Engines: ChatGPT, Claude, Perplexity, Google AI Overviews and Google AI Mode.
- **Team:** Broadcastwell is a founder-led team of consultants and engineers. Sairam Sivakumar, Founder, is accountable for every order.
- **Contacts:** hello@broadcastwell.com (orders, privacy requests, DPA requests); security@broadcastwell.com (security concerns); partners@broadcastwell.com (partners).
- **Certifications:** none. We do not hold SOC 2, ISO 27001, HIPAA, PCI DSS or any other certification, and we do not claim one.

2. Subprocessors

The providers below run the site, checkout, measurements, forms, records and email. Each processes personal data only as needed to perform its service for us. The live list is at broadcastwell.com/privacy#subprocessors. Providers may process data in the United States and in other countries where they operate.

Provider	What it does for Broadcastwell	Data that reaches it
Stripe	Payments and checkout. Card details are entered on Stripe's own pages.	Payment details the buyer enters on Stripe; the payment email. Card details never reach Broadcastwell.
Cloudflare	Hosting and databases for app.broadcastwell.com , audit.broadcastwell.com , index.broadcastwell.com and the site assistant at assistant.broadcastwell.com .	Traffic to those subdomains and the account and measurement data those tools hold.
Framer	Hosting of broadcastwell.com and its native forms: the contact form and the Partner Network application.	Website traffic and what a visitor submits in those forms.

Provider	What it does for Broadcastwell	Data that reaches it
GitHub	Hosting of the documentation site at docs.broadcastwell.com.	Documentation site traffic.
Google (Workspace and Drive)	Business email, form records and the orders ledger sheet.	Messages to and from Broadcastwell; form, free check and order records.
Resend	Transactional email: sign-in links, order messages and results.	Recipient address and message content.
Tally	Forms hosted on tally.so, including the order details form on /thanks.	What a person submits in that form, with the order reference.
n8n	Workflow automation that runs measurements and reporting.	Category questions, engine answers and report data.
HubSpot	Customer relationship records for enquiries, clients and partners.	Business contact details and correspondence records.
Apollo.io	The website visitor identification script, and business contact data used for prospecting.	The visiting network's IP address (it identifies organisations, not individuals); an anonymous identifier in browser local storage.
OpenAI (ChatGPT)	Answers the buyer questions we measure.	Category questions; visitor questions where it powers the site assistant.
Anthropic (Claude)	Answers the buyer questions we measure.	Category questions; visitor questions where it powers the site assistant.
Perplexity	Answers the buyer questions we measure, and runs the free 10-question check.	Category questions; visitor questions where it powers the site assistant.
Google (AI Overviews, AI Mode)	Google-generated answers observed in the measurement scope.	Category questions.
SerpApi	Collects Google AI Overviews and Google AI Mode answers for measurement.	Category questions.

AI providers never receive account profiles or payment details.

3. Data we handle

- **Business and contact information:** company name, public website, category, approved competitors, project contacts, billing records, and what is needed to scope and deliver the order.
- **Measurement inputs:** approved buyer questions, public company facts, observed AI answers, citations, timestamps, engine names and repeat-run records.
- **Implementation material:** content drafts, source references, analytics exports and screenshots that a client chooses to provide.
- **Not needed for a standard Audit:** passwords, API keys, customer records, regulated health data, payment-card data or other high-risk information. Please do not send them unless a separate written scope and control plan is agreed.
- **What goes into prompts:** generic buyer questions. No question names any brand. Confidential strategy, credentials, private customer information and personal data are not included unless the client approves a separate use in writing.

4. Retention and deletion

Record	Kept for	How it ends
Account data: email, optional name, company, domain, category, purchases, questions, job status, findings, answers, sources, receipts, fix status	Until you ask for deletion	Export and delete from the account. Deletion removes the account and its findings, receipts and fixes. Minimal order identifiers stay, without the profile, for payment records; Stripe keeps its own records.
Sign-in links	15 minutes, single use, stored as hashes	Expire. No passwords are stored.
Sessions	30 days	Expire; sign out everywhere is available.
Free check result link	30 days from creation	Deleted automatically.
Free check, contact form and Partner Network submissions, with related correspondence	Up to 24 months from submission or last contact	Deleted, unless the law requires longer.
Careers applications	12 months from submission	Deleted; sooner on request.
Absence Index claim records (work contact and request details)	24 months	Deleted. Only the dispute date, vendor, category, release and status are published.
Webhook delivery log	The last 50 attempts per destination	Deleting the webhook or the account deletes the destination, the encrypted secret and the log.

Record	Kept for	How it ends
Connection tokens and API keys	Stored as one-way hashes, never in plain form	Revoke at any time; deleting the account deletes the records.
Share links	Until revoked or expired	Revocation takes effect at once.
Your engagement data on exit: question set, citation logs, observed answers, reports	Yours	Delivered in an open, machine-readable format within five business days of the request, at no charge.

Legal, tax, accounting or contract obligations may require limited continued retention. Deletion requests are confirmed after those obligations are checked. Privacy requests: hello@broadcastwell.com.

5. Security questionnaire

Question	Answer
Do you hold a SOC 2 report?	No. Broadcastwell has no SOC 2 report, Type I or Type II.
ISO 27001, HIPAA, PCI DSS or other certification?	None. None is claimed.
Can you share a third-party penetration test report?	No. We have none to share.
Do you store payment card data?	No. Stripe takes payment on its own pages; card details never reach us.
Do you need credentials or system access for an Audit?	No. A standard Audit uses public information and buyer questions only.
What data goes to AI providers?	Generic buyer questions about the category. No account profiles, payment details or personal data.
How do customers sign in?	A single-use email link that expires after 15 minutes, stored as a hash. No passwords are stored. Sessions expire after 30 days.
How is staff access controlled?	Access is limited to people working on the engagement, through authenticated accounts with multi-factor authentication where supported, on a least-access basis. We never ask for shared personal passwords.
Is data encrypted in transit?	The public site, the app and the subdomains are served over HTTPS.
How are secrets and keys stored?	API keys and connection tokens as one-way hashes; webhook destinations and signing secrets encrypted.
Where is data hosted?	On the providers in section 2, in the United States and other countries where they operate.
Is each client's data kept separate?	Yes. One client's data is never used for another client, and each client brand's data is kept separate, including in agency workspaces.
Can we export our data?	Yes, from the account, or on request within five business days at no charge.
Can we have our data deleted?	Yes. See section 4 for what remains and why.
Are shared views public?	Only to someone holding the link, until you revoke it or it expires. They omit the account profile's name and email, ask search engines not to index them, and can include personal information present in measurement content.

Question	Answer
Which analytics and scripts run on the site?	Framer's cookie-free analytics, and the Apollo.io visitor identification script. No advertising pixels, session recording or cross-site retargeting. We do not sell or rent personal data.
How are incidents handled?	Suspected exposure is escalated for assessment and containment. Affected clients are notified as required by the signed agreement and applicable law. Evidence is preserved where appropriate.
How do we report a vulnerability?	security@broadcastwell.com. Describe the issue before sending any confidential information.
Do you have a certified business continuity plan?	No. Your data can be exported from the account at any time.
Anything not answered here?	Ask security@broadcastwell.com. We answer only with what is true and recorded.

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6. DPA template

Template for review. Not signed and not in force until both parties sign it. Values in [brackets] are to be agreed.

Data Processing Agreement between [Customer legal name] ("Customer", the controller) and Broadcastwell LLC, Indiana, United States ("Broadcastwell", the processor).

1. Scope. This DPA applies where Broadcastwell processes personal data on Customer's behalf to provide the services Customer ordered. For agency workspaces, the agency is the controller of its client data.

2. Subject matter and duration. The ordered services, for the term of the order and until deletion under clause 9.

3. Nature and purpose. Measuring AI search answers to agreed buyer questions, reporting, operating Customer's account, delivery and support.

4. Personal data and data subjects. Business contact data (name, work email, role) of Customer's staff and contacts; personal data present in content Customer supplies; personal data that appears in public AI answers observed during measurement.

5. Instructions and confidentiality. Broadcastwell processes personal data only on Customer's documented instructions (the order, account settings and written requests), keeps it confidential, limits access to people who need it, and does not sell it.

6. Subprocessors. Customer authorises the subprocessors in section 2 of this pack. Broadcastwell gives notice of a new subprocessor by updating broadcastwell.com/privacy and by email to Customer's contact [number] days before it processes Customer personal data. Customer may object on reasonable data protection grounds within that period.

7. Security. Broadcastwell applies the measures in section 5 of this pack. No certification is represented.

8. Data subject requests. Broadcastwell provides account export and deletion controls and reasonable help with requests Customer receives.

9. Personal data breach. Broadcastwell notifies Customer without undue delay after becoming aware of a breach affecting Customer personal data, with the information then available, and updates it as facts are confirmed.

10. Return and deletion. On request or at the end of the services, Broadcastwell returns Customer data in an open, machine-readable format within five business days and deletes it, except minimal order identifiers kept for payment records and data the law requires to be kept.

11. Audits. Broadcastwell answers reasonable written security questionnaires and makes this pack available. Any other audit is by written agreement, at Customer's cost, [scope and frequency].

12. International transfers. Broadcastwell is based in the United States. Where the law requires transfer safeguards, the parties rely on [Standard Contractual Clauses or the providers' transfer terms].

13. Precedence, liability and law. On data protection matters this DPA prevails over the main agreement. Liability follows the main agreement or broadcastwell.com/terms. Governing law: Indiana, United States, unless the main agreement says otherwise.

Signed for Customer: name, title, date. Signed for Broadcastwell LLC: Sairam Sivakumar, Founder, date.

Annex A: subprocessors (section 2). Annex B: security measures (section 5).

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7. Method summary (v1.1)

- **Engines:** ChatGPT, Claude, Perplexity, Google AI Overviews and Google AI Mode.
- **Instrument:** single turn, API based, logged out, US English (gl=us, hl=en). Every answer is stored as observed.
- **Questions:** generic buyer questions; no question names any brand. The set is agreed before the run and frozen; a changed set opens a new baseline. The Category Audit uses 10 questions. The Diagnostic uses 35 in four groups: core category, buyer role, use case and problem, evaluation and pricing.
- **Runs:** three scheduled runs of every question on every engine. The Diagnostic adds up to two adaptive runs on any question and engine pair whose verdicts disagreed; adaptive answers are labelled and never pooled into a scheduled figure.
- **Named:** the client's brand appears in the observed answer text. **Cited:** the answer cites a page on the client's own domain. **Excluded:** an engine error, an empty answer, or a ChatGPT answer that did not search the live web. Excluded answers leave every denominator and are listed with the reason.
- **Rates:** every rate is printed as a count over its base with a 95% Wilson score interval.
- **What the numbers do not prove:** they describe the answers observed on the dates shown; tone is not scored; a signed-in buyer can see a different answer; a company not listed was not measured; a citation is not a visit or a click; repeat runs of one question are correlated, so true uncertainty is wider than the interval shown.
- **Versions:** runs under different method versions are never compared. The method is published, versioned and dated at broadcastwell.com/methodology.

8. Sample receipts

- **Where:** app.broadcastwell.com/receipts/baseline-kalvenor-v11.
- **What it is:** the public sample account. Kalvenor is a fictional company. Failed observations remain failed.
- **Size and shape:** 549 observed answers under method 1.1: a Diagnostic-shaped baseline of 35 questions on five engines with three scheduled runs (175 answers per run, 525 in all), plus 24 answers from one adaptive run on disagreeing pairs, labelled separately. Sample capture window 8 to 14 July 2026.
- **What each receipt shows:** the observed answer text, the verdict, every address the answer cited, and the time it was observed. Exclusions are listed with their reasons.
- **What a buyer's receipts file carries:** question id and text, engine, run, capture time, exclusion flag and reason, named, cited, cited domains, other vendors named, every cited URL, and the full answer text.
- No receipt rows are reproduced in this pack. Read them at the address above.