Upstash Privacy Policy

Last Update Date: November, 2026

The summary

We only collect the minimum amount of personal information necessary to provide and improve Upstash; we don't sell it to third parties; and we only use it as this Privacy Statement describes. Depending on the purpose, we process it to perform our contract with you, for our legitimate interests (such as securing and improving our services, and sending you marketing emails about Upstash products), or with your consent (such as for cookies, where required by law).

What information Upstash collects

Information from website browsers

If you're just browsing the website, we collect the same basic information that most websites collect. We use common internet technologies, such as cookies and web server logs. This is stuff we collect from everybody, whether they have an account or not.

The information we collect about all visitors to our website includes the visitor's browser type, language preference, referring site, additional websites requested, and the date and time of each visitor request. We also collect potentially personally-identifying information like Internet Protocol (IP) addresses.

We use cloud hosting and content delivery providers to run our websites and services, so your information may be stored and processed in data centers in different regions. You sign in through a third-party identity provider, so we do not store your password. Our current service providers are listed in our subprocessor list.

You can visit our websites and subdomains without setting up an account or registering for receiving marketing materials. If you register for an account, we store the information you provide on our servers so we can provide our services to you. This information includes:

- Information provided when you register the Upstash:
    - Name

    - Email
    - Profile Photo
- Information provided by you to solve a specific issue (information that is recorded in our customer support system)
- Your approximate location, based on your IP address

Why do we collect this?
We collect this information to better understand how our website visitors use Upstash, and to monitor and protect the security of the website.

Information from users with accounts
If you create an account, we require some basic information at the time of account creation. You log in via a third-party identity provider and we do not store your password. You have the option to give us more information if you want to, and this may include "User Personal Information."

We also store an audit log of all actions you perform on the service.

"User Personal Information" is any information about one of our users who could, alone or together with other information, personally identify him or her. Information such as an email address, a real name, and a photograph are examples of “User Personal Information.”

User Personal Information does not include aggregated, non-personally identifying information. We may use aggregated, non-personally identifying information to operate, improve, and optimize our website and service.

Why do we collect this?

- We need your User Personal Information to create your account, and to provide the services you request.
- We use your User Personal Information, specifically your email address, to identify you on Upstash.
- We will use your email address to communicate with you about your account and our services, and to send you marketing emails about Upstash products. You can unsubscribe from marketing emails at any time.
- We limit our use of your User Personal Information to the purposes listed in this Privacy Statement and our Terms of Service. If we need to use your User Personal Information

for other purposes, we will ask your permission first. You can view and update your account information and email preferences in your account settings.

Our legal bases for using your information

Where the GDPR or similar laws apply, we rely on the following legal bases:

- To perform our contract with you: creating and running your account, providing the services you request, billing, customer support, and service emails such as security and usage notices.
- For our legitimate interests: keeping Upstash secure, preventing fraud and abuse, and understanding how our website and the Upstash Console are used so we can improve them, including, outside the European Economic Area, the United Kingdom and Switzerland, the Console product analytics described in "Google Analytics" below. You can object to this processing as described in "Google Analytics". We also rely on our legitimate interests to send you marketing emails about Upstash products, which you can unsubscribe from at any time.
- To comply with our legal obligations: keeping billing and tax records, and responding to valid legal requests.
- With your consent: in the European Economic Area, the United Kingdom and Switzerland, setting analytics cookies and associating Console product analytics in Google Analytics with your account. You can withdraw your consent at any time.

Audit logging

We store an audit log for all user api actions.

- The access log shows who send which API requests to our system (like database creation deletion etc) and when, and may include the IP address from which the action took place.

What information Upstash does not collect

We do not intentionally collect sensitive personal information, such as social security numbers, genetic data, health information, or religious information. Although Upstash does not request or intentionally collect any sensitive personal information, we realize that you might store this kind of information in your account, such as in a dataspace. If you store any sensitive personal information on our servers, you are consenting to our storage of that information on our servers. Please note that you can only store data that complies our Terms of Service.

We do not intentionally collect information that is stored in your data spaces or other free-form content inputs. Information in your data spaces belongs to you, and you are responsible for it, as well as for making sure that your content complies with our Terms of Service. Upstash employees do not access your data space unless required for security or maintenance, or for support reasons, with the consent of the account owner.

We do not keep your credit card information on our servers. We use Stripe, Inc. payment services to process your payments. We use Stripe's web components to register your credit card to Stripe. See here (https://stripe.com/privacy) about how Stripe secures your information.

If you're a child under the age of 18, you may not have an account on Upstash. Upstash does not knowingly collect information from or direct any of our content specifically to children under 18. If we learn or have reason to suspect that you are a user who is under the age of 18, we will have to close your account.

How we share the information we collect

We do not share, sell, rent, or trade User Personal Information with third parties for their commercial purposes.

We do not disclose User Personal Information outside Upstash, except in the situations listed in this section or in the section below on Compelled Disclosure.

We do share certain aggregated, non-personally identifying information with others about how our users, collectively, use Upstash, or how our users respond to our other offerings. However, we do not sell this information to advertisers or marketers.

We may share User Personal Information with your permission, so we can perform the services you have requested.

We may share User Personal Information with a limited number of third-party service providers who process it on our behalf to provide or improve our service, and who have agreed to privacy restrictions similar to our own Privacy Statement. Our service providers perform services such as email services, customer relations management, customer support ticketing, product analytics, network data transmission, payment services, identity providers and other similar services. When we transfer your data to our service providers, we remain responsible for it.

We may share User Personal Information if we are involved in a merger, sale, or acquisition. If any such change of ownership happens, we will ensure that it is under terms that preserve the confidentiality of User Personal Information, and we will notify you on our website or by email before any transfer of your User Personal Information. The organization receiving any User Personal Information will have to honor any promises we have made in our Privacy Statement or in our Terms of Service.

Our use of cookies and tracking

Cookies

Upstash uses cookies to make interactions with our service easy and meaningful. We use cookies (and similar technologies, like HTML5 localStorage) to keep you logged in, remember your preferences, and provide information for the future development of Upstash.

A cookie is a small piece of text that our web server stores on your computer or mobile device, which your browser sends to us when you return to our site. Cookies do not necessarily identify you if you are merely visiting Upstash; however, a cookie may store a unique identifier for each logged in user. The cookies Upstash sets are essential for the operation of the website, or are used for performance or functionality. By using our website, you agree that we can place these essential and functionality cookies, such as those that keep a support chat open, on your computer or device; in the European Economic Area, the United Kingdom and Switzerland, we ask for your consent before setting analytics cookies. If you disable your browser or device's ability to accept cookies, you will not be able to log in or use Upstash's services.

You have the right to decide whether to accept or reject cookies. In the European Economic Area, the United Kingdom and Switzerland, we show a cookie banner and set analytics cookies only after you accept it. You can withdraw your consent at any time by clearing the cookies and site data for upstash.com in your browser.

Google Analytics

We use Google Analytics as a third party analytics service. On our website, we use Google Analytics to collect information about how our website performs and how our visitors, in general, navigate through and use Upstash. This helps us compile statistical reports on activity and improve our content and website performance.

In the Upstash Console, when you are signed in, we associate usage events, such as the pages you view, the features you use, and the actions you take (for example, creating a database), with a pseudonymous identifier for your account and with basic account attributes, such as your role in the team, when you signed up, and your plan or billing type. All of this is sent to Google Analytics. Because our website and the Console share a Google Analytics cookie, your visits to our website from the same browser, before and after you sign in, may also become associated with your account's identifier. We use this information to understand and improve how our products are used.

Google Analytics gathers certain information over time, such as your IP address, browser type, internet service provider, referring and exit pages, time stamp, and similar data about your use of Upstash. We do not send your name, email address, or other directly identifying information to Google, and we do not sell this information. We do not use Google Analytics for advertising, and we turn off Google's advertising features, such as Google signals and ad personalization. In the European Economic Area, the United Kingdom and Switzerland, we ask for your consent with a cookie banner, and we do not set analytics cookies or associate analytics with your account until you accept it. Elsewhere, you can opt out of Google Analytics, including in the Console, with Google's browser add-on (https://tools.google.com/dlpage/gaoptout). You can also ask us to delete the Google Analytics data associated with your account by contacting support@upstash.com.

Other service providers

We use third-party service providers for customer relationship management, customer support chat, and website analytics. Through them we track which pages you visit on our online services and associate this with your email address and other interactions we have with you. Our support chat provider sets its own cookies to keep your conversation open. These providers are listed in our subprocessor list.

Tracking

"Do Not Track" (http://donottrack.us/) is a privacy preference you can set in your browser if you do not want online services to collect and share certain kinds of information about your online activity from third party tracking services. We do not track your online browsing activity on other online services over time and we do not permit third-party services to track your activity on our site beyond the analytics and support services described above. You may opt out of Google Analytics in your browser here (https://tools.google.com/dlpage/gaoptout). Because, apart from

the services described above, we do not share this kind of data with third party services or permit this kind of third party data collection on Upstash for any of our users, and we do not track our users on third-party websites ourselves, we do not need to respond differently to an individual browser's Do Not Track setting.

If you are interested in turning on your browser’s privacy and Do Not Track settings, the Do Not Track (http://donottrack.us/) website has browser-specific instructions.

How Upstash secures your information

Upstash takes all measures reasonably necessary to protect User Personal Information from unauthorized access, alteration, or destruction; maintain data accuracy; and help ensure the appropriate use of User Personal Information. We follow generally accepted industry standards to protect the personal information submitted to us, both during transmission and once we receive it. The parties will comply with the Upstash Data Processing Agreement (“DPA”) available at https://upstash.com/static/trust/dpa.pdf, which is incorporated into our Terms of Service.

Upstash's global privacy practices

We provide the same baseline standard of privacy protection to all our users around the world, regardless of their country of origin or location, and we meet additional requirements where local law imposes them. We are proud of the levels of notice, choice, accountability, security, data integrity, access, and recourse we provide. Additionally, we require that if our vendors or affiliates have access to User Personal Information, they must comply with our privacy policies and with applicable data privacy laws, including signing data transfer agreements such as Standard Contractual Clause agreements. In particular:

- Where the law requires consent, such as for analytics cookies in the European Economic Area, the United Kingdom and Switzerland, Upstash asks for it clearly at the time of collection.
- We collect only the minimum amount of personal data necessary, unless you choose to provide more. We encourage you to only give us the amount of data you are comfortable sharing.

- We offer you simple methods of accessing, correcting, or deleting the data we have collected.
- We provide our users notice, choice, accountability, security, and access, and we limit the purpose for processing. We also provide our users a method of resource and enforcement. These are the GDPR Principles, but they are also just good practices.

- Where your personal information is transferred outside of the EEA, Switzerland and UK and where this is to a country which is not subject to an adequacy decision by the EU Commission or considered adequate as determined by applicable data protection laws, we will take steps to ensure your personal information is adequately protected by safeguards such as Data Privacy Framework or Standard Contractual Clauses ("SCCs") approved by the EU Commission or by the UK Government.

Resolving Complaints

If you have concerns about the way Upstash is handling your User Personal Information, please let us know immediately. We want to help. You may contact us directly at support@upstash.com with the subject line "Privacy Concerns." We will respond within 15 days at the latest.

How we respond to compelled disclosure

Upstash may disclose personally-identifying information or other information we collect about you to law enforcement in response to a valid subpoena, court order, warrant, or similar government order, or when we believe in good faith that disclosure is reasonably necessary to protect our property or rights, or those of third parties or the public at large.

In complying with court orders and similar legal processes, Upstash strives for transparency. When permitted, we will make a reasonable effort to notify users of any disclosure of their information, unless we are prohibited by law or court order from doing so, or in rare, exigent circumstances.

Transfer Mechanism and Data Privacy Framework.

Upstash complies with the EU-U.S. Data Privacy Framework (EU-U.S. DPF), the UK Extension to the EU-U.S. DPF, and the Swiss-U.S. Data Privacy Framework (Swiss-U.S. DPF) as set forth by the U.S. Department of Commerce. Upstash has certified to the U.S. Department of Commerce that it adheres to the EU-U.S. Data Privacy Framework Principles (EU-U.S. DPF Principles) with regard to the processing of personal data received from the European Union in reliance on the EU-U.S. DPF and from the United Kingdom (and Gibraltar) in reliance on the UK Extension to the EU-U.S. DPF. Upstash has certified to the U.S. Department of Commerce that

it adheres to the Swiss-U.S. Data Privacy Framework Principles (Swiss-U.S. DPF Principles) with regard to the processing of personal data received from Switzerland in reliance on the Swiss-U.S. DPF. If there is any conflict between the terms in this Notice and the EU-U.S. DPF Principles and/or the Swiss-U.S. DPF Principles, the Principles shall govern. To learn more about the Data Privacy Framework (DPF) program, and to view our certification, please visit the Data Privacy Framework website.

In compliance with the EU-U.S. DPF, the UK Extension to the EU-U.S. DPF, and the Swiss-U.S. DPF, Upstash commits to resolve DPF Principles-related complaints about our collection and use of your personal information. EU, UK, and Swiss individuals with inquiries or complaints regarding our handling of personal data received in reliance on the EU-U.S. DPF, the UK Extension to the EU-U.S. DPF, and the Swiss-U.S. DPF, should first contact us at privacy@upstash.com

For transfers of personal information to a third party acting as a controller, Upstash complies with the DPF Notice Principle and Choice Principle. For onward transfers, Upstash is responsible for the processing of personal information it receives under the DPF Principles and subsequently transfers to a third party acting as an agent on its behalf. Upstash remains liable under the DPF Principles if its agent processes such personal information in a manner inconsistent with the DPF Principles, unless Upstash proves that it is not responsible for the event giving rise to the damage.

In compliance with the EU-U.S. DPF, the UK Extension to the EU-U.S. DPF, and the Swiss-U.S. DPF, Upstash commits to cooperate and comply respectively with the advice of the panel established by the EU data protection authorities (DPAs), the UK Information Commissioner's Office (ICO) and the Gibraltar Regulatory Authority (GRA), and the Swiss Federal Data Protection and Information Commissioner (FDPIC) with regard to unresolved complaints concerning our handling of personal data received in reliance on the EU-U.S. DPF, the UK Extension to the EU-U.S. DPF, and the Swiss-U.S. DPF.

The Federal Trade Commission has jurisdiction over Upstash's compliance with the EU-U.S. Data Privacy Framework (EU-U.S. DPF) and the UK Extension to the EU-U.S. DPF, and the Swiss-U.S. Data Privacy Framework (Swiss-U.S. DPF).
In compliance with the EU-U.S. DPF, the UK Extension to the EU-U.S. DPF, and the Swiss-U.S. DPF, Upstash is obligated to arbitrate claims and follow the terms as set forth in Annex I of the DPF Principles. You have the possibility, under certain conditions, to invoke binding arbitration for complaints regarding DPF compliance not resolved by any of the other DPF mechanisms. For additional information please see Annex I.

Your rights to access and control the information we collect

If you're already a Upstash user, you may access, update, alter, or delete your basic user profile information by editing your user profile or contacting support@upstash.com.

You have the right to request Upstash for copies of your personal data. You have the right to request that Upstash correct any information you believe is inaccurate. You also have the right to request Upstash to complete the information you believe is incomplete.

As mentioned above, you have the right to request that Upstash erase your Personal Information. You can achieve this by deleting your basic user profile information, by editing your user profile, or contacting support@upstash.com. Further, you have the right to object to any of Upstash's data policies and how we use your Personal Information. Please contact us at support@upstash.com to inform us of any objections so we can take appropriate remedial steps.

You have the right to request that Upstash transfer your Personal Information and Content that we have collected to another organization, or directly to you. Please contact us at support@upstash.com to make such a request.

You also have the right to ask us to restrict how we process your personal information, for example while we check a correction you requested or consider an objection. Where we rely on your consent, you can withdraw it at any time; this does not affect processing that happened before you withdrew it.

If you are in the European Economic Area, the United Kingdom, or Switzerland, you have the right to lodge a complaint with your local data protection supervisory authority. We encourage you to contact us first so that we can try to resolve your concern.

You may unsubscribe from our marketing communications by clicking on the "unsubscribe" link located on the bottom of our e-mails or by updating your communication preferences. Customers cannot opt out of essential transactional emails related to their Account, such as security and billing notices.

Choice

If Personal Data covered by this Privacy Policy is to be used for a new purpose that is materially different from that for which the Personal Data was originally collected or subsequently authorized, or is to be disclosed to a non-agent third party in a manner not specified in this Privacy Policy, Upstash will provide you with an opportunity to choose whether to have your

Personal Data so used or disclosed. Requests to opt out of such uses or disclosures of Personal Data should be sent to us as specified in the "Contacting Upstash" section below.

Data Retention and Deletion

Upstash will retain User Personal Information for as long as your account is active or as needed to provide you services.

We may retain certain User Personal Information indefinitely, unless you request its deletion.

If you would like to cancel your account or delete your User Personal Information, you may do so by sending an email to support@upstash.com. We will retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements, but barring legal requirements, we will delete your full profile (within reason) within 30 days.

How we communicate with you

We will use your email address to communicate with you about your account and our services, and to send you marketing emails about Upstash products. You can unsubscribe from marketing emails at any time. You have control over how your email address is used and shared on and through Upstash.

Upstash may occasionally send notification emails about new features, requests for feedback, important policy changes, customer support offers, and news pertaining to Upstash. We also send marketing emails about Upstash products. There's an unsubscribe link located at the bottom of each of the marketing emails we send you.

Our emails might contain a pixel tag, which is a small, clear image that can tell us whether or not you have opened an email and what your IP address is. We use this pixel tag to make our email more effective for you and to make sure we’re not sending you unwanted emails. If you prefer not to receive pixel tags, please opt out of marketing emails.

Changes to our Privacy Statement

Although most changes are likely to be minor, Upstash may change our Privacy Statement from time to time. We will provide notification to Users of material changes to this Privacy Statement through our Website by posting a notice on our home page or sending email to the email address specified in your Upstash primary account. For changes to this Privacy Statement that do not affect your rights, we encourage visitors to check this page frequently.

License

This Privacy Statement is adapted from GitHub's Privacy Statement, and is licensed under this Creative Commons Zero license (https://creativecommons.org/publicdomain/zero/1.0/).

Contacting Upstash

Questions regarding Upstash's Privacy Statement or information practices should be directed to support@upstash.com.