

Privacy & Data Processing Agreement

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SN Utils · <https://snutils.com/legal/privacy-agreement> · Archived April 25, 2026

In Plain English

- **Local by default:** The extension runs entirely in your browser. Your ServiceNow scripts, records, credentials, and business data never leave your device.
- **Minimal data:** For Pro plans, we only process your email address for license verification. No ServiceNow instance data is transmitted.
- **Enterprise stays on-instance:** For Store App plans, all license data lives on your ServiceNow instance. We receive no personal data.
- **Optional features, your choice:** Cloud sync, AI features, and analytics are opt-in. You control what data leaves your device.

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This Privacy & Data Processing Agreement describes how **SN Utils B.V.** ("we", "us", or "our") collects, uses, and protects your personal data when you use the SN Utils browser extension and related services. This agreement applies to both individual users and businesses.

1. Local Execution by Default

The data processed on our systems is extremely limited. Our browser extension runs entirely on your local device, within your browser, using your existing ServiceNow session and permissions.

For clarity, the following categories of data **never leave your device**, under any plan or configuration:

- ServiceNow scripts, code, or business logic
- ServiceNow record data or field values
- ServiceNow credentials, session tokens, or authentication cookies
- Ticket content, attachments, or other business data
- Individual action timestamps (daily aggregates only, and only where usage analytics are enabled)

The data that we process (and which might include your personal data) is processed only to the limited extent and purposes described in [Section 2](#).

2. What Personal Data We Process

2.1 Pro Plan (Self-Service)

Our personal data processing is limited to what is strictly necessary for operating the service. Specifically:

Personal Data required for processing payments, which are processed by Stripe. Depending on your region and the nature of your transaction, Stripe may act as merchant of record (under its Link payment brand / Lemon Squeezy LLC entity). In those cases your payment data is processed by Stripe in that capacity. Please refer to [Stripe's Privacy Policy](#) for additional details.

Personal Data required to perform license checks (at most once per day), and specifically:

Data	Purpose
Email address	User identification and license verification
IP address	Transport security, rate limiting, abuse prevention, and standard server-side request logging

Personal Data required to offering optional features (and exclusively to the extent that you actively choose to enable optional features) and specifically:

Data	Feature	Purpose
AI prompts	AI code generation	Transmitted to AI sub-processor for code generation
Code snippets	Cloud sync*	Backup and cross-instance reuse
Slash commands	Cloud sync*	Backup and cross-instance reuse
Extension settings	Cloud sync*	Preference sync
Daily usage counts	Usage analytics	Aggregate ROI calculations

*Optional cloud sync data is encrypted in transit and at rest. You can disable any optional feature or delete associated data at any time through the extension settings.

2.2 Pro Trial

The 14-day Pro Trial requires only your email address. No account or password is created. We process:

Data	Purpose
Email address	Trial activation, confirmation code delivery, and expiration reminders
IP address	Rate limiting and abuse prevention (standard HTTPS)

Trial data is stored for the duration of the trial plus a reasonable retention period to enforce the one-trial-per-email limit. No ServiceNow instance data is collected or transmitted during the trial. Trial features run entirely in your browser.

2.3 Enterprise (Store App)

License data is held on your own ServiceNow instance. The Store App communicates with SN Utils servers for validation without transmitting any user-level personal data or instance information. SN Utils receives no personal data in this configuration as part of the standard validation flow.

2.4 Fully Autonomous Operation

For organisations with strict regulatory or security requirements, a fully disconnected setup is available. In this configuration, SN Utils operates entirely on your ServiceNow instance without any backend communication — no external calls are made and no personal data is transmitted to SN Utils. Contact support@snutils.com for more information.

2.5 Optional Features

We process additional data only to the extent that you actively choose to enable optional features, and only for the purpose of providing them:

Data	Feature	Purpose
AI prompts	AI code generation	Transmitted to AI sub-processor for code generation
Code snippets	Cloud sync*	Backup and cross-instance reuse
Slash commands	Cloud sync*	Backup and cross-instance reuse
Extension settings	Cloud sync*	Preference sync
Daily usage counts	Usage analytics	Aggregate ROI calculations

*Optional cloud sync data is encrypted in transit and at rest. You can disable any optional feature or delete associated data at any time through the extension settings.

3. Chrome Web Store Data Disclosures

The Chrome Web Store asks publishers to disclose broad categories of user data their extension may collect, process, or access. The processing performed by SN Utils is described in detail in [Section 2](#); this section explains how those data flows map to the categories on the Web Store listing.

Account information

Email address— used for trial activation, Pro license verification, support, and sign-in to SN Utils services.

Network and connection data

IP address— processed as part of normal access to SN Utils services, including transport security, rate limiting, abuse prevention, and standard server-side request logging.

SN Utils does not collect GPS location or precise physical location.

Aggregate feature usage

For Pro users, SN Utils may process daily aggregate counts of which SN Utils features are used, for example how often “Technical Names” was triggered.

SN Utils does not collect individual clicks, keystrokes, mouse movement, scroll behavior, full page URLs, or per-action timestamps.

Enterprise Store App usage data stays on your ServiceNow instance and is not transmitted to SN Utils.

User-authored extension data

When you enable cloud sync, SN Utils may transmit content you have authored inside the extension so you can back it up and reuse it across devices and instances. This may include:

- Code snippets
- Slash commands
- Extension settings
- ServiceNow instance hostnames, used as identifiers for per-instance settings such as Instance Tag and Favicon

Cloud sync is optional and can be disabled from the extension settings. Synced data can also be deleted from the extension settings.

AI features

When you use optional AI features, the prompt you submit may be transmitted to the configured AI sub-processor (see [Section 4](#)) for code generation. A prompt may include ServiceNow code or text that you selected or entered.

SN Utils does not use AI prompts for advertising.

Local browser processing

For its core functionality, SN Utils processes ServiceNow page content locally in your browser. This includes features such as technical names, form and list enhancements, script editing, attachment previews, slash commands, and productivity shortcuts.

ServiceNow page content processed locally is not transmitted to SN Utils services unless you explicitly use an optional connected feature, such as cloud sync or AI-assisted functionality.

Categories SN Utils does not collect

SN Utils does not collect health information, financial or payment card details, ServiceNow or other third-party authentication credentials, personal communications such as email, SMS, or chat messages, or general web browsing history.

Payments are processed by Stripe on snutils.com. SN Utils does not receive or store full payment card details.

Mapping to the Chrome Web Store disclosure form

Chrome Web Store category	What it maps to in SN Utils
Personally identifiable information	Email address
Location	IP address for transport security, rate limiting, abuse prevention, and request logging
User activity	Daily aggregate feature-use counts for Pro users
Website content	ServiceNow page content processed locally for extension functionality; user-authored snippets and slash commands when cloud sync is enabled; selected or entered text/code when optional AI features are used; ServiceNow instance hostname for per-instance settings
Health information	Not collected
Financial and payment information	Not collected by the extension; payments are handled by Stripe
Authentication information	Not collected
Personal communications	Not collected
Web history	Not collected

"Website content" is Chrome's broad category for content from websites or user-generated text handled by an extension. In SN Utils, this includes ServiceNow page content processed locally to provide the extension's functionality, and content you explicitly choose to sync or submit through optional connected features. It does not mean that SN Utils collects your general browsing history.

4. Sub-Processors

We use the following third-party sub-processors in connection with the Service:

Provider	Role / Data Processed
Supabase	Database and authentication — License and account data
Vercel	Website hosting
Stripe	Payment processing — Payment, billing, and transaction data. For certain international transactions, Stripe acts as merchant of record (operating as Link / Lemon Squeezy LLC).
OpenAI / Anthropic / Google	AI code generation — AI prompts (optional feature only)
Resend	Transactional email delivery — Email address
Google	Website analytics
Google / Microsoft / Mozilla / Apple	Web extension marketplaces

We may engage new sub-processors from time to time as the Service evolves. Where we intend to add a new sub-processor, we will provide reasonable advance notice by email or through a notice on our website. If you have a legitimate objection to the new sub-processor on data protection grounds, you may raise it by contacting support@snutils.com within 14 days of the notice. We will work with you in good faith to address any reasonable concern. If no resolution can be reached, you may terminate your subscription in accordance with the [Service Terms](#), and we will issue a pro-rata refund for any unused prepaid period.

All our sub-processors are bound by data processing agreements compliant with applicable privacy laws. Where data is transferred outside the EU/EEA, appropriate safeguards are in place, including Standard Contractual Clauses (SCCs) where required under GDPR.

5. Security

5.1 Security Measures. To the extent we process your data on our systems, we commit to securing them by implementing technical and organisational measures consistent with applicable industry standards, including but not limited to:

- **Encryption:** All data in transit uses TLS 1.3. License keys are cryptographically signed. Data stored by SN Utils, including optional cloud sync data, is encrypted at rest.
- **Access Control:** Access to personal data is restricted to authorised personnel on a least-privilege basis. Multi-factor authentication is required for internal systems access.

- **Transparency and Review:** The extension's source code is accessible for independent security review. We maintain clear documentation of our data collection practices and respond to security inquiries promptly.

For more information on our security setup, please see our [Security page](#).

5.2 Personal Data Breaches. Should we be impacted by a data breach affecting your personal data, we will notify you without undue delay.

5.3 Security Inquiries. Security inquiries and vulnerability reports can be directed to security@snutils.com.

6. Data Subjects' Rights

The rights available to individuals in connection with personal data processed through the Service depend on the nature of the relationship between us.

Where the subscription is held by an individual

If you are accepting the Terms and using the Service as an individual, we act as the **data controller** in respect of your personal data. You may exercise your rights under applicable law (including, for EU/EEA residents, the rights of access, rectification, erasure, portability, objection, and restriction under the GDPR) directly against us by contacting support@snutils.com.

You may also lodge complaints with the Dutch Data Protection Authority (Autoriteit Persoonsgegevens) or your local supervisory authority.

Where the subscription is held by a legal entity

If you are accepting the Terms on behalf of a legal entity, that legal entity is the **data controller** in respect of the personal data of its employees, as uploaded on the Service. We will then act as a **data processor** on the data controller's behalf.

Individual users should direct any requests to exercise their data subject rights to the entity that holds the subscription. We will support data controllers in responding to data subject requests, including by providing access to relevant data, assisting with erasure or portability requests, and implementing restrictions on processing, within a reasonable timeframe and to the extent technically feasible.

Your Rights Under GDPR

If you are an EU/EEA resident, your rights include:

- **Access:** Request a copy of your personal data

- **Rectification:** Correct inaccurate personal data
- **Erasure:** Request deletion ("right to be forgotten")
- **Portability:** Receive your data in a structured, machine-readable format
- **Objection:** Object to processing for direct marketing
- **Restriction:** Request restricted processing under certain conditions

Your Rights Under CCPA

If you are a California resident, your rights include:

- **Know:** Request disclosure of data collected
- **Delete:** Request deletion of personal information
- **Opt-Out:** We do not sell personal information
- **Non-Discrimination:** We will not discriminate for exercising your rights

7. International Data Transfers

SN Utils B.V. is based in the Netherlands. Some of our sub-processors may process data outside the EU/EEA depending on their infrastructure and the configuration used at the time of processing. Where data is transferred outside the EU/EEA, appropriate safeguards are in place, including Standard Contractual Clauses (SCCs) where required under GDPR.

8. Children's Privacy

SN Utils is designed for professional use by adults in corporate environments. We do not knowingly collect information from children under 16.

9. Changes to This Agreement

We may update this Privacy & Data Processing Agreement from time to time. We will notify you of material changes by email or through a notice on our website and by updating the "Last Updated" date. Your continued use of the Service after changes take effect constitutes acceptance of the updated agreement.

10. Contact

For privacy-related inquiries, data subject requests, or to report a concern:

SN Utils B.V.

Email: support@snutils.com

Security: security@snutils.com

If you are not satisfied with our response, you have the right to lodge a complaint with the Dutch Data Protection Authority (Autoriteit Persoonsgegevens) or your local supervisory authority.

By using SN Utils, you acknowledge that you have read and understood this Privacy & Data Processing Agreement.

[Service Terms](#) → [Cookie Policy](#) → [Security](#) →