Business continuity and disaster recovery

Managing potential service interruptions and minimizing recovery time.
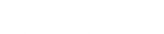
Business Continuity Plan (BCP)

AppsFlyer's BCP ensures that critical operations and services are continuously available to customers throughout the occurrence of any disaster or business interruption, from temporary outages to global-scale catastrophes.

Full BCP is available upon request.

Disaster Recovery

AppsFlyer's services are hosted on AWS and GCP, enabling us continuous global activity, even if one location fails. AWS and GCP span multi AZ (availability zone) and provide multiple backups, allowing AppsFlyer servers to remain resilient in the event of most failure modes.

Cloud Services

Our productivity infrastructure is built upon the world's best SaaS services, enabling employees to work remotely and securely from anywhere on the planet. AppsFlyer is not dependent on a physical connection to the offices for continuous productivity and customer service.

Secure Entry

An SDP solution is employed to provide access to web services inside the production environment. Access is granted using an identity provider with 2FA and only from authorized AppsFlyer devices.

For more information about AppsFlyer's extensive Security & Privacy Program, please visit our Trust Hub.