

## Our Commitment to Data Compliance and Ethics

At Dun & Bradstreet (D&B), we focus on helping to bring businesses together by providing insights about economic opportunities and risks, including contact data about decision-makers and other people who represent organizations of all sizes across industries and sectors around the world. As a responsible data steward for almost 200 years, we strive to balance our commercial obligations and responsibilities with respect for the interests of the organizations and people about whom we process data.

This global Professional Contact Data Transparency Statement supports our commitment to [Responsible Data Processing](#). It complements our [Privacy Notices](#) and [other Transparency Statements](#), which include additional required information and disclosures under applicable laws.

## Our Professional Contact Data

D&B Professional Contact Data provides insights for our customers, who license this information for their business-to-business and other marketing, digital advertising, sales, business development, finance risk management, credit-to-cash, procurement and supplier risk management, regulatory compliance, and other professional purposes. D&B sales, marketing, and other commercial teams in some countries may also use the Professional Contact Data subject to the same terms and conditions that apply to our customers. Our Professional Contact Data generally includes the following data elements about each Professional Contact as well as other information about the individual's employer or other organization that the individual represents. Our Professional Contact Data includes both current and former professional roles held by individuals, including other organizations that individuals may have been affiliated with in the past.

First Name	Middle Name	Last Name	Name Prefix and Suffix
Job Title	Job Level	Current Employer or Business Name	Former Employer or Business Name
Other Professional Roles	Business Postal Address	Latitude/Longitude based on Business Address Zip Code	Professional Email Address
Mobile Telephone Number	Office Telephone Number	Professional Fax Number	Social Media Links and URLs

Our approach to providing Professional Contact Data is rooted in our overall commitment to helping to bring businesses together, so we organize Professional Contact Data by business entities and corporate families. We also enable certain Professional Contact Data to be searchable at an individual level in our proprietary solutions that we license to our customers, such as D&B Hoovers, as well as in our publicly available [Contact Directory](#). Our search functionality helps our customers and users find specific Professional Contacts that may be interested in engaging with them.

We also may use professional contact data about you within certain of our AI solutions. Our Chat D&B AI solution may use your professional contact data to provide responses to clients seeking information about professional contacts based on their conversations with our solution. Within D&B Hoovers, we also provide an artificial intelligence (AI) content generation feature called SmartMail AI, which helps our customers create email messages that they may send to you. D&B Hoovers also uses AI to power a

SmartSearch capability, which may return your professional contact information in a list of results. You can learn more in our [AI Systems section of our Trust Centre](#).

In addition to licensing Professional Contact Data to our customers, Dun & Bradstreet uses its Professional Contact Data for its own commercial and marketing purposes, which are described further in our **Privacy Notices and other Transparency Statements** [*link to section below*].

### **Our Data Sources, Quality and Retention**

We source our Professional Contact Data in our D&B Data Cloud from over 2000 commercial and public data sources, including public web sites, our partners, other third-party data providers, and direct collection through websites and online tools. We also model certain professional contact data, including professional email addresses, which means that we predict some data based on formatting parameters associated with a person’s business or other professional affiliation, where permitted by law. These formatting parameters are based on information we know about a business that we have acquired from various sources, such as websites and directories. Our professional contact emails are accompanied by an “Accuracy” score that provides an indicator of email deliverability that is determined through a multi-point validation process. Only professional email addresses with higher Accuracy scores are accepted and loaded into our solutions, such as D&B Hoovers, where licensed users have an option to select users by Accuracy score.

We strive to maintain the quality and accuracy of our professional contact data through standardization, validation, cleansing, and matching steps, including verification of email addresses and phone numbers as well as updates we receive directly from the businesses and professional contacts in our Data Cloud. We validate email addresses at the mail server, via digital exhaust data, and individual email address level on a quarterly basis, and we validate phone numbers by testing their connectivity at least twice annually.

D&B retains verified Professional Contact Data for as long as it has utility within the solutions we license to customers. We regularly refresh the majority of our Professional Contact data at least quarterly, and some data is refreshed monthly or weekly. When we receive new data from one of our data sources, we evaluate whether it can be matched to our existing Professional Contact Data and whether it can be used to improve our existing records. We also may remove, adjust, correct, or append Professional Contact Data from our solutions at the request of the individuals and businesses to whom the data relate, and we may restrict its use based on our commitment to honoring the preferences of the people about whom we process the data and as required by laws that apply to us.

### **Professional Contact Data Use Restrictions and Preference Management**

As part of our commitment to Data Compliance and Ethics, D&B recognizes that laws and regulations around the world restrict certain uses of our Professional Contact Data. While every customer and user of our Professional Contact Data is responsible for their own compliance in using the data, D&B helps support compliance and appropriate use of this data by including Built-In Compliance Insights based on the business address location of each Professional Contact.

We also understand that everyone has unique preferences about the kinds of communications they wish to receive. We aim to provide options for individuals to indicate their preferences and exercise their privacy and data rights based on the laws that apply to them and the uses of data about them. More

information about how to manage your own individual rights and preferences is available in our [Trust Centre](#). You may also [contact us with questions](#).

### **Our Legal Basis of Processing Professional Contact Data**

We only process professional contact data as permitted by law. In countries in which a legal basis for processing professional contact data is legitimate interests, we process personal data on that basis. Our legitimate interests include developing, providing, and continuously improving solutions that support professional contact use cases described earlier in this statement, such as business-to-business marketing, sales, business development, finance risk management, credit-to-cash, procurement and supplier risk management, regulatory compliance, and other professional purposes. In other countries, where legitimate interests is not a permitted legal basis for personal data processing, we may process professional contact data that has been made publicly available, including self-publication by individuals, as permitted by law.

### **Privacy Notices**

Our Professional Contact Data Transparency Statement applies to our business globally, and you may exercise your rights in connection with our processing of Professional Contact Data [here](#) or by contacting us using the link under the **Contact Us with Questions** section below. We also provide Privacy Notices at the country and market level to ensure compliance with the unique information and disclosure obligations we have in each country. Please click on the link to your country below for more details. Note that countries that reference WWN below are part of the [D&B Worldwide Network](#).

- [Algeria](#) (WWN)
- [Argentina](#) (WWN)
- [Australia](#) (WWN)
- [Austria](#)
- [Belgium](#) (WWN)
- [Bosnia and Herzegovina](#)
- [Brazil](#) (WWN)
- [Bulgaria](#) (WWN)
- Canada ([English](#), [French](#))
- [China](#)
- [Colombia](#) (WWN)
- [Croatia](#)
- [Cyprus](#) (WWN)
- [Czech Republic](#)
- [Denmark](#)
- [Estonia](#)
- [Egypt](#) (WWN)
- [Finland](#)
- [France](#) (WWN)
- [France SAS Prestaleads, a D&B Company](#)
- [Germany](#)
- [Greece](#) (WWN)

- [Hong Kong SAR](#)
- [Hungary](#)
- [India](#)
- [Indonesia](#) (WWN)
- [Ireland](#)
- [Israel](#) (WWN)
- [Italy](#) (WWN)
- [Japan](#) (WWN)
- [Kazakhstan](#) (WWN)
- [Latvia](#)
- [Malaysia](#) (WWN)
- [Mexico](#) (WWN)
- [Middle East](#) (WWN)
- [Morocco](#) (WWN)
- [Netherlands](#) (WWN)
- [New Zealand](#) (WWN)
- [Norway](#)
- [Peru](#) (WWN)
- [Philippines](#) (WWN)
- [Poland](#)
- [Portugal](#) (WWN)
- [Romania](#) (WWN)
- [Russia](#) (WWN)
- [Serbia](#)
- [Singapore](#) (WWN)
- [Singapore – Eyeota, a D&B Company](#)
- [Slovenia](#)
- [Slovakia](#)
- [South Africa](#) (WWN)
- [South Asia](#) (WWN)
- [South Korea](#) (WWN)
- [Spain](#) (WWN)
- [Sweden](#)
- Switzerland ([English](#), [German](#), [French](#), [Italian](#))
- [Taiwan Region](#)
- [Thailand](#) (WWN)
- [Tunisia](#) (WWN)
- [Turkey](#) (WWN)
- [Ukraine](#) (WWN)
- [United Kingdom](#)
- [United States](#)
- [Vietnam](#) (WWN)

### Contact Us with Questions

If you have questions about this Transparency Statement, you may [contact us](#).

If you are based in the European Union, you may contact us at [eudpo@dnb.com](mailto:eudpo@dnb.com) through the designated representative of The Dun & Bradstreet Corporation, which is D&B Business Information Solutions Unlimited Company based in Ireland.

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You also have the right to lodge a complaint or concern with your local data protection supervisory authority. Contact details for data protection authorities are [here](#).

### Last Updated

18-Oct-2024

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