



Specific Business Conditions

D&B Hoovers Visitor Intelligence

published on 20. 3. 2024

1. Purpose of D&B Hoovers Visitor Intelligence

D&B Hoovers Visitor Intelligence is an add-on identifying business users visiting company websites based on their IP-address.

2. Obligations of the customer to co-operate

- (1) Customer will be entitled to and issued by D&B with one unique set of credentials for a Tag (HTML tag, Javascript, pixels or similar code) integrated in the customer's online services with capability to collect the IP addresses of the services' visitors. Customer shall install the Tag and transfer IP addresses to D&B for matching to, or creating data from, D&B Data to identify visitor data attributes on behalf of Customer.
- (2) It is in the responsibility of the customer to meet the necessary technical requirements for using the Tag, assure its compatibility with the customer's online service and comply with D&B's reasonable updates and instructions necessary for the continued operation of the Tag.

3. Provision of data by D&B

D&B will deliver the data resulting from the match and enhancement to customer's D&B Hoovers interface (product).

4. Privacy

For the integration of the Tag into its online services and the collection and provision of visitors' IP addresses to D&B the customer is Controller within the meaning of personal data protection law (Art. 4 para. 7 GDPR). D&B acts as the customer's Processor (Art. 4 para. 8 GDPR) when carrying out the data matching and identifying the IP address holders. The rights and obligations under the personal data protection law among the contracting parties are concretised by a separately concluded data processing agreement (Art. 28 GDPR).

These specific terms and conditions were issued on March 20th 2024.