

# ZoomInfo Privacy Policy

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PDF Version

ZoomInfo Technologies LLC (“**ZoomInfo**”) understands that you care about how information about you is used. This Privacy Policy (the “**Policy**”) explains how we collect information pertaining to businesses and business people (“**Business Information**”) and all other types of information, including personal information, through our online services (the “**Services**”), website, and mobile applications (collectively with the Services, the “**Site**”); how we maintain, use, and share that information; and how you can manage the way information about you is handled.

“**ZoomInfo**” for purposes of this Privacy Policy includes ZoomInfo Technologies LLC, a Delaware limited liability company, and its affiliates.

For individuals residing in the EEA, the UK, or Switzerland, please [click here](#) to find out more information.

For information specific to residents of states with privacy laws, [click here](#) to find out more about your privacy rights under applicable state law(s).

## I. Introduction

This brief summary of certain information in this Policy is intended to help you quickly understand what ZoomInfo is, how you can opt out of our database, and the potential outcomes of remaining in our database.

ZoomInfo collects business contact and similar information related to individuals when they are working in their professional or employment capacity and uses this information to create professional profiles of individuals and profiles of businesses. We provide this information to our customers, who are businesses trying to reach business professionals for their own business-to-business sales, marketing, and recruiting activities.

You can opt out of our database by visiting our [Trust Center](#). At the Trust Center you can also submit an access request or claim your professional profile and update your profile information. Using the Trust Center is the quickest and easiest way to access your information or have it deleted or corrected. However, if you prefer to email or call us, our contact information is listed under the “Contact Us” Section at the end of this Policy.

By remaining in our database, you may be contacted by our customers when they are conducting their business-to-business sales, marketing, and recruiting activities. Communications you receive from our customers may be relevant to your profession or employment role, but we cannot guarantee that you will find such communications to be relevant or of interest to you.

## II. How We Collect Information

**ZoomInfo collects data about people and companies in multiple ways, including the web, information provided by our users and customers,**

**information licensed from other companies, and research from our in-house research team. Click on each dropdown below to learn more about how we collect information and the types of information we collect.**

## **A. What types of information does ZoomInfo collect and process?**

**Professional Profiles.** ZoomInfo creates profiles of companies (“**Business Profiles**”) and individuals in their professional capacity (“**Professional Profiles**”). Once we have collected Business Information about a person or company, we may combine multiple data points regarding a single person or company into a Professional or Business Profile. The resulting directory of Professional and Business Profiles (the “**Directory**”) is then made available to the users of the Site, our customers, and our partners.

Business Information that may be provided in a Professional Profile includes:

- Name
- Email address, including business and/or other email addresses, such as “freemails” like Gmail, Yahoo, Hotmail, etc.
- Job title and department
- Phone number, including general or direct business numbers, faxes, and/or mobile numbers
- Profile picture associated with a professional profile
- Company name
- Postal address of company and business-related postal address of the person
- Employment history
- Education history
- Professional affiliations
- Links to social media profiles
- Links to articles by, about, or quoting a person
- Inferences drawn from information we hold about individuals

ZoomInfo also makes certain limited Business Information from its Professional Profiles publicly available in our directory pages on our Site (the “**Public Directory**”). The categories of Business Information that may be made available in the Public Directory include, but are not limited to, past or current name, company, company headquarter’s telephone number, office address, job title, previous professional experience, professional memberships and affiliations, education information, and/or web links to articles recently written by or about the featured individual.

**Website Visitor Data.** ZoomInfo may also collect and process data obtained from cookies and similar technologies placed on our Site or those of our customers or service providers. These technologies collect and record information such as web request, Internet Protocol address, browser type, referring/exit pages and URLs, page loads and clicks, domain names, landing pages, pages viewed, time and date of use, and other similar information. We may link this information to other information we hold about individuals that allows such individuals to be personally identified. Additional information is provided in the “Cookies and Similar Technologies” Section below.

**Customer Data.** ZoomInfo collects and processes data related to customers’ use of our Services and other information from customers as described further in the “How does ZoomInfo handle customer information” Section below.

## B. How does ZoomInfo collect information?

**Information Submitted or Otherwise Collected Through Our Site.** Visitors to our Site may choose to submit their name, email address, phone number, and/or other information so that they can learn more about our Services, register to take part in a ZoomInfo-sponsored event, participate in a survey, contest, or sweepstakes, or apply to ZoomInfo's open job positions, among other things. Information is also collected about Site visitors through cookies and other similar technologies as further described in the "Cookies and Similar Technologies" Section below. You may opt out of the placement of certain types of cookies by modifying your [Cookies Settings](#) preferences on our Site. ZoomInfo allows any person to claim their Professional Profile and to update the information listed about them in their Professional Profile. We use the information submitted to update a Professional Profile for purposes of verifying the submitter's identity, updating their Professional Profile information, and honoring their privacy preferences. For additional information, see the "Your Choices" Section below.

**Search Technology.** Our search technology scans the web and gathers publicly available information.

**Third Parties.** ZoomInfo may license or otherwise obtain personal information from third-party sources such as our service providers and partners. We may use this information to enhance the information that we already maintain and to improve the accuracy of our records, in addition to other purposes described in this Policy.

**Research Team.** ZoomInfo's in-house research team collects information through market research surveys, phone interviews, and other research methods.

**Customer Contributions.** ZoomInfo's customers may contribute information about themselves or other people and companies in connection with their use of the Services. Additional information regarding customer contributions is provided in the "How does ZoomInfo handle customer information" Section below.

**ZoomInfo Lite.** ZoomInfo offers a service called **ZoomInfo Lite** (formerly "Community Edition"). When subscribing to ZoomInfo Lite, a user may install software offered on the Site known as the ZoomInfo Contact Contributor (the "**Software**") or otherwise provide ZoomInfo with access to the user's email account. ZoomInfo may also provide users with the opportunity to connect third-party applications and systems to their ZoomInfo Lite account. If a user takes either action, the user allows ZoomInfo to access and collect certain Business Information stored in the user's email application and other connected applications and systems, including information about contacts from the user's email directory, contact book, connected applications and systems, and information from email signature lines like name, email address, phone numbers, job title, the name of the company the individual works for, and the postal address of such company. ZoomInfo may also collect other non-Business Information, such as metadata from ZoomInfo Lite users like Internet Protocol addresses, the dates email messages are sent or received, and subject line information. Use of ZoomInfo Lite is governed by the [ZoomInfo Lite Community Terms of Use](#). ZoomInfo does not "read" the body of email messages; our technology automatically extracts the data we describe in this Policy.

**User-Submitted Information.** In order to use certain ZoomInfo Services, users may be required to register. Users may have the option to provide additional information when completing surveys in connection with the use of [Comparably](#). Information provided in response to such surveys is governed by Comparably's privacy policy, available [here](#). A more detailed description of how we may collect and use customer information can be found in the "How does ZoomInfo handle customer information" Section below.

**Providing Information to Our Customers.** We receive information about our customers' end-users from or on behalf of our customers. Because of the nature of our Services, this information may contain any

type of data, but typically includes name, contact information, and company information, such as company name. We may also collect browsing and device data automatically from visitors to our and our customers' websites as described in the "Cookies and Similar Technologies" Section below. Any information provided through a website, application, or service on which a customer uses our Services is subject to the customer's privacy policy and applicable terms. When we provide our Services to a customer, we generally act as a "data processor," and the customer is considered to be the "data controller" as further described in the "When ZoomInfo is a Controller" and "When ZoomInfo is a Processor" Sections below. When a customer shares data with ZoomInfo through our Contributory Network, both the customer and ZoomInfo act as independent data controllers. Additional information regarding our customer Contributory Network can be found in the "How does ZoomInfo handle customer information" Section below.

**Purchasing Our Products and Services.** Purchasers of our online subscription-based Services may need to provide credit card or other payment information. We will use that information for the purpose of fulfilling the purchase request. We will store credit card or other payment information in an encrypted form and will not sell or share it without prior consent, except as described in the "Disclosures to Service Providers," "Disclosures for Legal Reasons," and "Disclosures to a Buyer of the Company" Sections below.

**Using Chorus.** Our data analytics tools and capabilities enable our customers to collect, store, analyze, and share the contents of audio, video, image, and text-based communications such as phone calls, video calls, emails, chats, webinars, and meetings, along with associated data and documentation. These recordings and analyses thereof may also contain Business Information or other personal information, such as names, titles, and contact information. We may reproduce, analyze, summarize, and disclose these files, recordings, and any results of our Services with such customers and their relevant personnel, and customers may share this information with their personnel or others. We may also use such information as described in the "How does ZoomInfo handle customer information" Section below. Customers may have access to features that incorporate automated methods of analysis including artificial intelligence (AI), such as by providing an automated summary of a call with action items. We may collect biometric information of Chorus customers when such customers have provided us with their consent to do so. The collection and use of such biometric information are governed by our [Biometric Privacy Notice](#) in addition to this Policy.

**Using Our Mobile Applications.** We collect certain information from users of our mobile applications, including device type, operating system, location, platform used, device ID, and the date of last use, among other non-personally identifiable information,. We may also collect other information such as the user's name, email, company name, and information about the user's account with us. We may also collect calendar information such as calendar meetings, including meeting participants, meeting description, subject, and date and time of the meeting if a user enables our calendar integration. This information is collected to provide users with certain app features, such as meeting briefs including meeting and contact details.

**Connecting the Services to an Email Account or Calendar.** In order to provide certain Services, ZoomInfo may require access to the user's email account and/or calendar (e.g., through G-Suite or Office 365). Depending on the specific Services being used, we may collect email header information, email subjects, email bodies and attachments, and calendar meeting information such as meeting participants, meeting description, subject, and date and time of the meeting. Customers have control over what data is collected, including which mailboxes are connected, whether message attachments or content is collected, and which emails or email domains should not be collected. ZoomInfo's access to and use of information received from Google Accounts will adhere to the [Google API Services User Data Policy](#), including the Limited Use requirements.

**From Our Affiliates.** ZoomInfo may obtain personal information from our affiliates, such as our current and future parents, subsidiaries, or other companies under common control and ownership with

ZoomInfo. We may use this information to enhance the information that we already maintain and to improve the accuracy of our records, in addition to other purposes described in this Policy.

**Creation of Aggregated Information.** ZoomInfo may aggregate collected information about our users in a form that does not allow users to be personally identified for the purpose of understanding our customer base and enhancing the Site and the Services that we and our partners and customers can provide you.

**Creation of Information from Inferences.** We may use personal information we already have in order to analyze, draw inferences about, or predict the behavior of individuals. For example, we use scoring models and algorithms that evaluate specific data points about individuals to assess the likelihood that an individual will respond to outreach from a salesperson or recruiter. We may also use information about individuals to make recommendations to our customers about who to engage with at a specific organization. We do not make any decisions about individuals, and we do not tell our customers whether or not to reach out to a particular prospect.

**Automated Information Collection.** We also collect information using cookies and similar technologies, as described below under the “Cookies and Similar Technologies” Section.

## **C. How does ZoomInfo handle customer information?**

**Customer Information Collected.** ZoomInfo may collect the following information from or regarding its customers (collectively, “**Customer Information**”):

1. Personal contact information regarding users of the Services (“**User Information**”);
2. Usage logs and activity data regarding the use of the Site and Services, including logins and other actions taken, time stamps, IP address, device or other ID, and other usage data (“**Usage Logs**”);
3. Information customers transmit or otherwise provide ZoomInfo with access to through the use of the Services, including Integrations (collectively, “**Integration Data**”).

Certain users may be provided access to the Services through a company’s license agreement. Such company may require that one or more administrators have global rights to access any and all information of every user who accesses the Services through that company’s ZoomInfo account. Questions or concerns regarding the rights of other individuals in your company to access your information should be addressed to your company.

**Use of Customer Information.** Customer Information may be used for ZoomInfo’s legitimate business interests in connection with a customer’s or its users’ use of the Site, including to respond to user inquiries and fulfill user requests, complete transactions, provide customer service, send administrative information, to better our understanding of our users in general, and to personalize user experience with the Site. We may use Customer Information to contact customers or their users in the future about services, promotions, opportunities, and other general information about ZoomInfo. We may use Customer Information to investigate and prosecute potential breaches of ZoomInfo’s security or license agreements.

ZoomInfo may also use Integration Data of customers who participate in our Contributory Network to test, develop, improve, and enhance our Services and Site as further described in the Contributory Network Section below.

ZoomInfo will not disclose Customer Information (excluding select Integration Data shared pursuant to the Contributory Network) to any third party except in connection with a legitimate use as set forth in this Policy, in connection with a bona fide legal dispute to which such information is relevant, in response to valid, compulsory legal process, in response to a valid data subject request where required by applicable

law, or as otherwise required by law. ZoomInfo will, whenever possible, obtain confidentiality agreements from any service provider to whom Customer Information is disclosed and ensure any recipient service providers are committed to employing appropriate technological security measures.

ZoomInfo employs reasonable security and back-up procedures to protect Customer Information. However, in the unlikely event there is a loss or corruption of Customer Information, ZoomInfo is not responsible or liable for such loss or corruption. We encourage our users to retain copies of all Uploaded Information on their own system.

**Contributory Network.** ZoomInfo customers may share certain data via the Contributory Network,. As part of the Services, ZoomInfo may make available to its customers certain integrations or otherwise allow customers to connect third-party applications and systems to the Services (collectively, “**Integrations**”). For customers who participate in our Contributory Network, and subject to our agreement with the customer and the customer’s in-platform admin settings, ZoomInfo may use Integration Data for purposes including, but not limited to, testing, developing, improving, or enhancing the Services. This may include identifying potential contacts to supplement the Services, verifying the accuracy of Business Information, removing out-of-date Business Information from the Services, improving or providing features of the Services, or otherwise improving ZoomInfo’s research processes and the content provided through the Services. Information so received may be difficult to attribute to one specific source, and we will not disclose the source of particular data, if available, except as required by law (such as in response to a data subject request) or with the customer’s consent. Customers who wish to manage or restrict ZoomInfo’s use of such information may do so by visiting the “Data Sharing” settings page within the ZoomInfo Admin Portal and adjusting the appropriate controls.

### **III. How We Use Information**

**Details about how we use information are provided throughout this Policy, but in this Section we compile a list of specific uses. Click on the dropdown arrow to learn more about how ZoomInfo may use the information it collects.**

In addition to the uses described in the above Section, we may also use collected information for one or more of the following purposes:

- Provide, maintain, personalize, and improve the Site and Services
- Verify, cleanse, update, and maintain information in our Directory, Site, and Services
- Process user and customer transactions and purchases
- Send technical notices, updates, security alerts, and administrative messages
- Respond to comments, questions, feedback, and requests, and provide customer support
- Create and maintain customer and user ZoomInfo accounts and authenticate users
- Fine-tune or train LLMs or other Artificial Intelligence models
- Monitor and analyze trends, usage, and activities related to the Site and Services
- Conduct troubleshooting, data analysis, testing, research, and other similar activities
- Communicate about ZoomInfo products, services, offers, promotions, rewards, and events
- Facilitate contests, sweepstakes, and promotions, process entries, and deliver rewards
- Detect, investigate, and prevent fraud and other illegal activities
- Protect the rights and property of ZoomInfo, our customers, and others
- Provide notice of important changes to the Site, including changes or updates to this Privacy Policy
- Respond to requests from individuals exercise their rights related to their information under applicable law

- Comply with our contractual and legal obligations, resolve disputes with users, and enforce our agreements
- As required by law, regulation, or other governmental authority, including for purposes of complying with a subpoena or similar legal processes
- Carry out any other purpose described at the time the information was collected

## IV. How We Share Information

**We share information with our customers, partners, certain third parties, and as required by law. Click on the dropdown arrow to learn more about how ZoomInfo may share information.**

**Disclosures to Customers, Users, and Partners.** We share Business Information and other information with our customers for their business-to-business sales, marketing, recruiting, and business development activities. Our customers' use of such information is subject to our [License Terms & Conditions](#). When customers use ZoomInfo Integrations, Business Information from ZoomInfo may be disclosed to a customer's CRM, MAT, or sales enablement software or other third-party applications as requested or directed by our customers. We also share information with users of our Site through our Public Directory Pages and with our partners.

**Disclosures to Affiliates.** We may share Business Information with our affiliates who may act for us for any of the purposes set out in this Privacy Policy, including our current and future parents, subsidiaries, and other companies under common control and ownership with ZoomInfo.

**Disclosures to Service Providers.** ZoomInfo may disclose Business Information and other information to our service providers, including our subcontractors and [subprocessors](#), as necessary to help us carry out our business activities. For example, ZoomInfo uses service providers such as hosting services, payment processing, data analytics, and security services. Service providers that support our data processing on behalf of our customers or others are only authorized to process necessary personal data as specifically directed by us.

**Disclosures for Legal Reasons.** We may disclose collected information, including Business Information, to a third party if we believe in good faith that such disclosure is necessary or desirable: (i) to comply with lawful requests, subpoenas, search warrants, or orders by public authorities, including to meet national security or law enforcement requirements; (ii) to address a violation of the law; (iii) to protect the rights, property, or safety of ZoomInfo, its users, or the public; (iv) to allow ZoomInfo to exercise its legal rights or respond to a legal claim; or (v) to respond to data subject requests for access to data to the extent necessary to comply with applicable laws.

**Disclosures to a Buyer of the Company.** If our company or substantially all of our assets are acquired, or in the event of a merger or bankruptcy, Business Information and other information may be among the transferred assets.

### Other Disclosures

Information about individuals who register for a ZoomInfo event with a third-party speaker will generally be shared with the speaker and any third-party sponsors or partners of the event.

We post customer testimonials on our Site which may contain the customer's name. Customers who wish to update or delete their testimonial may contact us at [privacy@zoominfo.com](mailto:privacy@zoominfo.com).

## V. Cookies and Similar Technologies

Most websites, including our Site, use a feature of browsers to set a small text file called a “cookie” on a computer. The site placing the cookie on a computer can then recognize the computer when the user of the computer revisits the site to allow automatic login and track how the user is using the site. There are two main categories of cookies:

- **First-Party Cookies.** First-party cookies are served directly by us to visitors to our Site.
- **Third-Party Cookies.** Third-party cookies are served by a third party on our behalf to visitors of our Site. These cookies may be placed by our service providers, partners, and affiliates for Site functionality, performance, analytics, and other similar purposes.

When individuals visit our Site, our servers and/or those of our service providers, partners, and affiliates automatically record certain information that the web browser sends, such as web request, Internet Protocol address, browser type, referring/exit pages and URLs, page loads and clicks, domain names, landing pages, pages viewed, time and date of use, and other similar information. This information is used to personalize visitors’ experience, analyze which pages visitors view, provide web features such as social sharing widgets, measure advertising effectiveness, remarket to visitors, and for other similar purposes.

ZoomInfo’s Services include products that involve the placement of cookies and pixels on our customers’ websites. Information provided to ZoomInfo through these technologies depends on the specific Services used by a customer, but can include information such as IP address, unique visitor identifier, page URLs, browser and device information, and other similar information. ZoomInfo uses this information to provide the Services to our customers, including online advertising. ZoomInfo may also link this information to other information we hold about individuals for purposes of specifically identifying website visitors.

Individuals are free to decline cookies and can configure their browser to accept all cookies, reject all cookies, erase cookies, or notify the user when a cookie is set. Electing to reject or disable cookies may substantially limit an individual’s ability to use our Site. To manage your cookie preferences on the ZoomInfo Site, click [Cookies Settings](#).

ZoomInfo may also adopt other technologies that serve similar functions as cookies. **Click on the dropdown arrows below to learn more about how ZoomInfo uses cookies and other technologies on its website.**

### A. Google Analytics

We use Google Analytics, a web analytics service provided by Google, Inc., on our Site. Google Analytics uses cookies or other tracking technologies to help us analyze how users interact with and use the Site, compile reports on the Site’s activity, and provide other services related to Site activity and usage. The technologies used by Google may collect information such as IP address, time of visit, whether a visitor is a return visitor, and any referring website. The information generated by Google Analytics will be transmitted to and stored by Google and will be subject to Google’s privacy policies. To learn more about Google’s partner services and to learn how to opt out of tracking of analytics by Google click [here](#).

### B. Web Beacons

Our Site contains electronic images known as “web beacons” (sometimes called single-pixel gifs) that are used along with cookies to compile aggregated statistics to analyze how our site is used. Web beacons



may be used in some of our emails to let us know which emails and links have been opened by recipients. This allows us to gauge the effectiveness of our customer communications and marketing campaigns.

## C. Social Media Widgets

Our Site includes social media features, such as the Facebook “Like” button and “Widgets,” such as the “Share” button or interactive mini-programs that run on our Site. These features may collect information such as IP address and which page was visited on our Site, and may set a cookie to enable the feature to function properly. Social media features and widgets are either hosted by a third party or hosted directly on our Site. Interactions with these features are governed by the privacy policy of the company providing it.

## D. Advertising Choices and Control

Third parties on our Site may use cookies and similar tracking technologies to collect information and infer interests for interest-based advertising purposes. Those who prefer not to receive personalized ads based on their browser or device usage may generally express their opt-out preference to stop receiving tailored advertisements. These individuals will continue to see advertisements, but they will no longer be tailored to the individuals’ interests.

To opt out of interest-based advertising by participating companies in the following consumer choice mechanisms, please visit:

- Digital Advertising Alliance’s self-regulatory opt-out page (<http://optout.aboutads.info/>) and mobile application-based "AppChoices" download page (<https://youradchoices.com/appchoices>)
- European Interactive Digital Advertising Alliance’s consumer opt-out page (<http://youronlinechoices.eu>)
- Network Advertising Initiative’s self-regulatory opt-out page (<http://optout.networkadvertising.org/>)

ZoomInfo automatically honors opt-out preference signals sent through browser settings like the [Global Privacy Control](#). Website visitors that have implemented an opt-out preference signal in their browser will automatically be opted-out of the sale or sharing of the device and browsing information described in this Section with third parties. Website visitors may also manage their cookie preferences for the ZoomInfo Site by clicking [Cookies Settings](#).

## VI. Your Choices

**You have choices about how ZoomInfo uses your information. Individuals can use our [Trust Center](#) to submit requests to access, update, or delete the information we may hold about them. Businesses can use the [Trust Center](#) to claim and update their company information. Click on the dropdown arrows below to learn more about these choices and how you can exercise them.**

### A. How to Change, Access, or Delete Personal Information

ZoomInfo provides a self-serve [Trust Center](#), where individuals can claim their Professional Profiles and update profile information, submit an access request, or request removal from our database.

**How to update your ZoomInfo profile.** Individuals can keep their ZoomInfo Professional Profile up to date for recruiters and others who may want to reach them by verifying their Professional Profile and updating information such as work history, education history, and contact information. Please [click here](#) to view, verify, and update your Professional Profile.

**How to request access to your information.** Individuals who want to access the information that ZoomInfo has collected about them can [click here](#) to submit an access request. Once we have verified an individual's identity, we will send a report with the information we have collected about them.

**How to request removal of your information.** If you wish to remove your existing Professional Profile from the Directory, please [click here](#). If you make this choice, your Professional Profile and the information within it will be removed from our Directory and will no longer be visible to or shared with our customers or partners.

If you do not wish to, or cannot for any reason, use our Trust Center, you may submit a request using the contact information listed in the "Contact Us" Section below.

## **B. How to Change or Delete Company Information**

An individual who is an authorized representative of a business can also use ZoomInfo's [Trust Center](#) to claim and update that business's Business Profile.

**Update a Business Profile on ZoomInfo.** An authorized individual can verify a business's ZoomInfo Business Profile to update its company description, industry, company location, and more. Please [click here](#) to view, verify, and update a ZoomInfo Business Profile.

**Removal of Business Profiles.** *As a company policy, ZoomInfo does not remove Business Profiles from our search engine.* If you are aware that any of the company information is incorrect, please update the Business Profile or contact us using the information listed in the "Contact Us" Section below.

## **C. How to Opt Out of Certain Uses of Information**

ZoomInfo gives individuals the opportunity to "opt out" of having their information used for certain purposes.

Individuals who no longer wish to receive our newsletter and promotional communications may opt out of receiving them by following the instructions included in each newsletter or communication or by visiting [unsubscribe](#). After we receive a request, we will send the requestor an email message to confirm that the individual has been unsubscribed.

Users who have subscribed to ZoomInfo Lite as a data contributor and installed the Software or otherwise provided ZoomInfo with access to their email account or other third-party applications and systems to share certain Business Information as described in this Policy may opt out of any further sharing of such information by uninstalling the Software, as described on [cefaq](#) or by otherwise disabling ZoomInfo's access to the user's email account or other third-party applications and systems through their email account settings or integration settings within the ZoomInfo Lite platform. If individuals uninstall the Software or otherwise disable ZoomInfo's access to their email account or other third-party applications and systems, ZoomInfo will no longer collect Business Information from them through this method. See "How we Collect Information" above for more information about ZoomInfo Lite.

## VII. How Do We Keep Information Secure?

Information security is important to us. ZoomInfo is a SOC II, ISO 27701, and ISO 27001 certified company. We follow generally accepted industry standards and use a variety of measures to protect the information submitted to us, both during transmission and once we receive it. However, no method of Internet transmission or electronic storage is 100% secure. Therefore, while we strive to use commercially acceptable means to protect information, we cannot guarantee its absolute security. For more information on ZoomInfo's security practices, see the [ZoomInfo Security Overview](#) page of our website and our [Trust Center](#).

## VIII. Data Retention

We will retain personal information for a period of time consistent with the original purpose(s) for which we collected it, as described in this Privacy Policy, including, as applicable, (i) for as long as we have an ongoing relationship with the individual to whom the information pertains; (ii) as long as needed to provide users, our customers, or our partners the Services; (iii) as necessary to comply with our legal obligation(s); (iv) as necessary to resolve disputes or to protect ourselves from potential future disputes; or (v) as necessary to enforce our agreements. Retention periods will be determined taking into account the amount, nature, and sensitivity of the personal information and the purpose(s) for which it was collected. After the retention period ends, we will delete the personal information. Where we are unable to do so, we will ensure that appropriate measures are put in place to prevent any further use of such information.

## IX. Links to Other Sites

This Site contains links to other sites that are not owned or controlled by ZoomInfo. We are not responsible for the privacy practices of such other sites. When individuals leave our Site, we encourage them to be aware of and to read the privacy statements of each and every website that collects personally identifiable information. This Policy applies only to information collected by this Site or in the method(s) otherwise discussed herein.

## X. Information for Individuals Outside the U.S.

Individuals who use our Site from outside of the United States should understand that we may collect, process, and store their personal information in the United States and other countries in which we or our affiliates or subcontractors maintain facilities. The laws in the U.S. regarding personal information may be different from the laws of the Site visitor's state or country, and disclosure of personal information may be required in response to lawful requests by the courts, law enforcement, and national security authorities in the U.S. or other jurisdictions where the information is held. A list of ZoomInfo's sub-processors, their locations, and their processing activities is available at [/legal/subprocessors](#). ZoomInfo complies with applicable international privacy laws and with the EU-US and Swiss-US Data Privacy Frameworks, including the UK Extension. **If you reside in the European Economic Area (EEA), the UK, or Switzerland, expand the dropdown Sections below to learn more about your rights.** Individuals elsewhere outside the US with concerns or questions about our privacy practices not addressed in this Policy may reach us using the information in the "Contact Us" Section below.

### A. Individuals in the European Economic Area (EEA), the UK, and Switzerland

The following information applies to residents of the EEA, the UK, or Switzerland.

ZoomInfo endeavors to comply with the provisions of the General Data Protection Regulation (“**GDPR**”) as to any information in its possession regarding EEA-, UK-, and Switzerland-based persons (“**data subjects**”). As such, ZoomInfo only processes personal information on data subjects where it has a lawful basis to do so, which may include the consent of the person (especially in the case of website visitors who provide their information), performance of a contract, compliance with a legal obligation, or the legitimate interest of ZoomInfo or a third party. ZoomInfo provides notice to all data subjects as required by GDPR Article 13 or 14, as appropriate, and honors the rights of data subjects provided in Articles 12-23, including the right to be forgotten. For any opt-out requests or other inquiries related to privacy, please visit our [Trust Center](#) or email [privacy@zoominfo.com](mailto:privacy@zoominfo.com).

**Purposes of processing and legal basis for processing:** As explained above, we process personal information in various ways depending upon data subjects’ use of our Sites. We process personal information on the following legal bases:

1. as necessary for the legitimate interests of ZoomInfo and ZoomInfo’s customers and partners to engage in direct marketing, sales, and recruiting activities, and ZoomInfo’s legitimate interests in organizing and making available Professional and Business Profiles;
2. consent;
3. as necessary to perform our agreement to provide Services or other applicable agreements; or
4. as necessary for compliance with a legal obligation to which we are subject.

ZoomInfo has put in place safeguards to protect personal privacy and individual choice, including disclosures of its data processing activities, the use of consent or opt-outs wherever possible, and the implementation of a [Trust Center](#).

**Right to lodge a complaint:** Users who reside in the EEA, the UK, or Switzerland have the right to lodge a complaint about our data collection and processing actions with the supervisory authority concerned. Contact details for data protection authorities are available [here](#).

**Transfers:** Personal information we collect may be transferred to, and stored and processed in, the United States or any other country in which we or our affiliates or subcontractors maintain facilities. Per the applicable requirements of the GDPR, we will ensure that transfers of personal information to a third country or an international organization are subject to appropriate safeguards as described in Article 46 of the GDPR, such as the UK or EU Standard Contractual Clauses, as applicable.

**Individual Rights:** Residents of the EEA, the UK, or Switzerland are entitled to the following rights under the GDPR. **Please note:** For purposes of identity verification, we may require individuals to provide us with personal information prior to accessing any records containing information about them.

- **The right to access, correction, and restriction of processing.** Individuals have the right to request access to, and a copy of, their personal information at no charge, as well as certain information about our processing activities with respect to their data. Individuals have the right to request correction or completion of their personal information if it is inaccurate or incomplete. Individuals have the right to restrict our processing if they contest the accuracy of the data we hold about them, for as long as it takes to verify its accuracy.
- **The right to data portability.** Individuals have the right to ask for a copy of their data in a machine-readable format. Individuals can also request that we transmit their data to another entity where technically feasible.
- **The right to request data erasure.** Individuals have the right to have their data erased from our Site if the data is no longer necessary for the purpose for which it was collected, they withdraw consent and no other legal basis for processing exists, or their fundamental rights to data privacy and protection outweigh our legitimate interest in continuing the processing.
- **The right to object to our processing.** Individuals have the right to object to our processing if we are processing data based on legitimate interests or the performance of a task in the public

interest as an exercise of official authority (including profiling); using data for direct marketing (including profiling); or processing data for purposes of scientific or historical research and statistics.

**When ZoomInfo is a Controller.** ZoomInfo acts as a data controller when we collect and use information about data subjects who are visitors to our Site, as well as when we collect and use information about data subjects for purposes of creating and maintaining our Professional Profiles and providing the Services. ZoomInfo also acts as a data controller when processing data customers have shared with us through our Contributory Network. ZoomInfo's Data Protection Officer can be contacted by email at [privacy@zoominfo.com](mailto:privacy@zoominfo.com).

**When ZoomInfo is a Processor.** When our customers use our Services, they are acting as the data controller and are responsible for ensuring that personal information collected about data subjects is being processed lawfully. In those circumstances, we are acting as the data processor, and receive personal information as agents of our customers merely for processing as instructed by our customers. Our customers are solely responsible for determining whether and how they wish to use our Services, and for ensuring that all third-party individuals who visit or use a website, application, or service on which a customer uses our Services have been provided with adequate notice regarding the processing of their personal information, have given informed consent where such consent is necessary or advised, and that all legal requirements applicable to the collection, use, or other processing of personal information through our Services have been met by such customers. Our customers are also responsible for handling data subject rights requests under applicable law, by their users and other individuals whose data they process through the Services. ZoomInfo's obligations with respect to personal information for which we are solely a data processor are defined in our agreements with our customers and are not covered by this Policy.

## B. Data Privacy Frameworks

While ZoomInfo primarily relies on Standard Contractual Clauses as the appropriate safeguard where necessary to ensure the lawful transfer of personal data, ZoomInfo complies with the EU-US Data Privacy Framework (including the UK Extension) and Swiss-U.S. Data Privacy Framework as set forth by the US Department of Commerce regarding the collection, use, and retention of personal information transferred from the EU, UK, and Switzerland to the United States. ZoomInfo has certified to the Department of Commerce that it and its subsidiary, Datanyze LLC, adhere to the Data Privacy Framework Principles. If there is any conflict between the terms in this Policy and the Data Privacy Framework Principles, the Data Privacy Framework Principles shall govern. For purposes of this certification, covered entities include ZoomInfo Technologies LLC and Datanyze LLC. To learn more about the Data Privacy Framework program and any rights to binding arbitration before a Data Privacy Framework Panel, please visit <https://www.dataprivacyframework.gov>. To access the Data Privacy Framework List, visit <https://www.dataprivacyframework.gov/s/participant-search>.

For information received under the Data Privacy Frameworks, ZoomInfo will require third parties to whom we disclose personal information to safeguard that personal information consistent with this Policy by contract, obligating those third parties to provide at least the same level of protection as is required by the Data Privacy Framework Principles. EU, UK, and Swiss citizens may choose to opt out of such disclosures. ZoomInfo may have liability to individuals in case of failure to comply with the law or this Policy in handling onward transfer of such individuals' information to third parties.

In compliance with the Data Privacy Framework Principles, ZoomInfo commits to resolve complaints about privacy and its collection or use of your personal information. European Union, United Kingdom, or Swiss individuals with inquiries or complaints regarding this Policy should first contact ZoomInfo at [privacy@zoominfo.com](mailto:privacy@zoominfo.com).

Under some conditions, you may have the right to invoke binding arbitration. ZoomInfo has committed to refer unresolved privacy complaints under the Data Privacy Framework Principles to JAMS (Judicial Arbitration & Mediation Services), an independent alternative dispute resolution provider located in the United States and recognized for this purpose by the US Department of Commerce. If you do not receive timely acknowledgment of your complaint, or if your complaint is not satisfactorily addressed, please visit <https://www.jamsadr.com/eu-us-data-privacy-framework> for more information, and to file a complaint.

The Federal Trade Commission has enforcement authority regarding ZoomInfo's compliance with the Data Privacy Framework Principles.

## **C. Our Article 27 Representative**

VeraSafe has been appointed as ZoomInfo's representative in the EU for data protection matters, pursuant to Article 27 of the GDPR. For individuals who are in the European Economic Area, VeraSafe can be contacted in addition to our DPO only on matters related to the processing of personal data. To make such an inquiry, please contact VeraSafe using this [contact form](#) or via telephone at: +420 228 881 031.

Alternatively, VeraSafe can be contacted at:

VeraSafe Ireland Ltd. Unit 3D North Point House  
North Point Business Park  
New Mallow Road  
Cork T23AT2P  
Ireland

## **XI. Children's Privacy**

Our Site is not directed to or intended for individuals under the age of 16. We do not knowingly collect or use any personal information from users of our Site who are under the age of 16. No personal information should be submitted to our Site by individuals who are under 16 years of age. If we learn that we have collected information from someone who is under 16, we will take steps to delete the personal information as soon as possible. Individuals who believe we may have collected personal information from someone under 16 should contact us at [privacy@zoominfo.com](mailto:privacy@zoominfo.com).

## **XII. Changes to this Policy**

ZoomInfo reserves the right to modify this Policy from time to time, so please review it regularly. If we make material changes to this Policy, we will notify individuals here, by email, and/or by means of a notice on our homepage prior to the changes becoming effective. Continued use of the Site after any updates to this Privacy Policy constitutes acceptance of the updated Privacy Policy.

## **XIII. Questions or Complaints Not Related to the Data Privacy Framework**

For an unresolved data privacy or data use concern that we have not addressed satisfactorily, please contact our U.S.-based third-party dispute resolution provider (free of charge) at <https://feedback-form.truste.com/watchdog/request>.

## **XIV. Contact Us**

For questions or concerns regarding this Privacy Policy or our privacy practices, please contact us at:

ZoomInfo  
Attn: Privacy  
805 Broadway, Suite 900  
Vancouver, WA 98660  
360-718-5630  
Email: [privacy@zoominfo.com](mailto:privacy@zoominfo.com)

## Frequently Asked Questions

Want to learn more about ZoomInfo? Check out some of our [FAQs](#). From trustworthiness and safety to how we collect data, we are committed to answer your top questions.