

ZoomInfo

Privacy Assessment

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Authors: Ben Isaacson, McKenzie Thomsen, David Reeves

Reviewed by: Colin O'Malley, Ross Webster

Executive Summary/Attestation

The Lucid Privacy Group ("Lucid") has examined ZoomInfo's privacy practices and compliance with various global privacy laws. This examination took place between August 2022 and January 2023. Lucid attests to the findings based on the evidence received during the examination period. However, the assessment contained herein is not to be considered an attestation of ZoomInfo's adherence to the law, but rather to the privacy and compliance practices identified in this examination. Lucid believes the evidence obtained is sufficient and appropriate to provide a reasonable basis for our analysis and opinions listed below.

The scope of our work:

- Incorporated ZoomInfo's core B2B data business, including the data collection and processing practices that support SalesOS, MarketingOS and TalentOS. It did not include stand-alone software and related services, such as Chorus, Chat, Engage or Community Edition email software; and
- Incorporated privacy regulation in the United States (U.S.), the United Kingdom (UK) and the European Union (EU). However, we note that there are a range of country-specific regulations regarding direct marketing to business professionals in Europe, and we did not undertake country-specific assessments to incorporate those rules.

With respect to its U.S. data business, it is Lucid's opinion that ZoomInfo complies, in all material respects, with common privacy practices expected of U.S. companies in a similar industry and maturity as ZoomInfo, as well as applicable privacy practices expected of companies under U.S. state and federal law.

With respect to its United Kingdom and European Union business, it is Lucid's opinion that ZoomInfo complies, in all material respects, with common privacy practices expected of UK and EU companies in a similar industry and maturity as ZoomInfo. As noted above, Lucid is unable to attest that ZoomInfo meets all of the privacy practices which may be expected of companies under UK and EU member country laws. Even so, Lucid attests that ZoomInfo has developed a privacy-compliance program that appears to be consistent with UK and EU privacy law, and supports its compliance practices and positions.