

# ZoomInfo's Privacy Standards & Features

ZoomInfo is committed to offering a compliance-forward product. Under the guidance of our expert compliance team, this commitment drives each decision we make.

[ZoomInfo Privacy Practices Page](#)

Regulations around privacy are multiplying yearly, and it's imperative that organizations stay up-to-date on the potential requirements that come along with them. Though these regulations can vary, there are a number of core sentiments. ZoomInfo aims to address these through the standards and features described here.

## Certification & Validation

ZoomInfo's privacy practices and posture have been independently assessed by multiple third parties. Our attestations include:

1. ISO 27701 Certification
2. TRUSTe GDPR Practices Validation
3. TRUSTe CCPA Practices Validation
4. TRUSTe Enterprise Privacy & Data Governance Certification
5. Email Industries Deliverability Audit

## Data Accuracy

Data accuracy and completeness is a core requirement of data protection laws. More accurate data helps your team ensure compliance, including the ability to effectively serve notice to individuals when required by law, or determine what laws may or may not apply given an individual's location. Understanding that data accuracy is paramount to a robust and effective compliance program, we endeavor to maintain a high degree of accuracy of our information. To aid in this, we employ an in-house research team, composed of over 300 people who gather, review, and verify the information we provide in our platform.

## Transparency

ZoomInfo provides a privacy notice, direct by email, to all addressable contacts regardless of where they are located geographically. As such, each contact record that has been provided notice will have an associated "Notice Provided Date" on their profile. The notice establishes transparency in our processing, and provides easy mechanisms for individuals to control their information. In particular, this notice tells the individual of who we are, what types of data we collect, and informs them that their information may be accessed by our

customers for their sales, marketing, and recruiting purposes. See Appendix A, Section 3 below for a copy of the notice ZoomInfo provides.

## Managing Preferences

Enabling individuals to control their data is essential to maintaining compliance with established privacy laws. In addition to the standard [privacy@zoominfo.com](mailto:privacy@zoominfo.com) email address, we maintain a full self-service Privacy Center (located at [www.zoominfo.com/privacy](http://www.zoominfo.com/privacy)) where individuals can manage their data directly, including the ability to remove their information from our systems. Our full time privacy fulfillment staff manage these requests, ensuring we process requests in a timely manner.

## Product Features

ZoomInfo has developed a suite of products and features to assist our customers in their compliance journey.

### ZoomInfo's Opt-Out List (included with all subscriptions)

All individuals are afforded the right to opt-out of ZoomInfo's processing of their data. We make those opt-outs available to our customers via an opt-out list within the platform and require our customers to regularly review the list and remove any contacts they have obtained from ZoomInfo unless they have an independent lawful basis to process such information. Customers are able to download this list and action the opt-outs when necessary. Alternatively, customers using our Enrich product are able to set up automated flagging of opt-outs, making compliance even more convenient.

### Master Suppression (included with all subscriptions)

The Admin user on your account is able to manage a Master Suppression list within the ZoomInfo platform. By uploading your opt-out lists, unsubscribe lists, or internal blacklists into this tool,

your opted-out individuals will be scrubbed from your instance of ZoomInfo.

### Do Not Call Toggle (included with all subscriptions)

The Admin user can turn on this feature, which will hide phone numbers found in various global Do Not Call registries from your instance of ZoomInfo. Our coverage for this feature is ever evolving, but currently includes the USA, UK (both the TPS and the Corporate TPS), France, Germany, Ireland, Australia, New Zealand and Canada.

### Compliance API (add-on)

Ensuring that an individual is completely opted out of your processing is essential to maintaining compliance under laws like the GDPR and CCPA. By referencing ZoomInfo's database, Compliance API helps you identify duplicate records of individuals who have opted out, boosting your confidence that you have fully honored the individual's request.

### Admin-Defined Dataset (included with all subscriptions)

Admin users can upload a list of accounts, limiting what their reps are able to access within the ZoomInfo platform to information related to the uploaded list of accounts.

### Notice Provided Date (included with all subscriptions)

Each contact record contains an associated "Notice Provided Date" to indicate when ZoomInfo has provided the individual with our Privacy Notice.

### Hide EU Contact Details (included with global dataset)

If your ZoomInfo subscription contains access to contacts located in the EU/UK, this feature allows you to redact email and phone from these records while still allowing access to important information like office location, title, web references, org charts, and employment/education history.

