



# 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 [Privacy Center](#). At the Privacy Center you can also submit an access request or claim your professional profile and update your profile information. Using the Privacy 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 through multiple channels, 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. Where does ZoomInfo get the Business Information for its Professional and Business 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 (general or direct business numbers, faxes, and/or mobile numbers), company name, postal address of company and business-related postal address of the person, employment history, and education history. Professional Profiles may also include links to articles by, about, or quoting an individual, and links to an individual’s social media profiles.

ZoomInfo obtains the data for its Professional and Business Profiles in several ways, including:

1. Our search technology scans the web and gathers publicly available information.
2. We license information from other companies.
3. Our users and customers contribute information about themselves or other people and companies.
4. Through market research surveys, phone interviews, and other research conducted by our in-house research team.

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 headquarters 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.

### **B. How does ZoomInfo Lite (formerly Community Edition) and the ZoomInfo Contact Contributor Work?**

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. If a user installs the Software or otherwise provides ZoomInfo access to an email account, the user allows ZoomInfo to access certain Business Information stored by the application that the user’s computer uses to manage the user’s email and contacts, known as an “email client” (e.g., Microsoft Outlook) or stored by a provider of cloud services for email (e.g., Google). If required to access this Business Information stored on the user’s computer’s email and contact application(s), the user may need to provide ZoomInfo with the

necessary username and password information. We use this Business Information to improve the size and quality of our Directory. In exchange for allowing this access, the user receives credits for use on ZoomInfo Lite at no charge under specified terms and conditions (available at [/about-zoominfo/ce-terms-conditions](#)). A user may also access ZoomInfo Lite without providing ZoomInfo such information from their email by signing up with their email address instead of connecting their Google or Office 365 account directly. Such users will receive fewer monthly credits than a user contributing Business Information as described above.

Information that may be collected from the user's email client includes the following, if available:

- Name
- Email address
- Job title and department
- Phone numbers (general or direct business numbers, faxes and/or mobile numbers)
- Company name
- Postal address of company
- Business-related postal address of person
- Corporate website URLs
- Social media URLs
- Metadata such as Internet Protocol addresses, the dates email messages are sent or received, and subject line information
- Email addresses, names, and job titles of recipients and senders

To ensure the integrity of the Directory, we take the following steps:

- Business Information Only – Emails sent to ZoomInfo Lite users from consumer-oriented email services (or “freemails”) such as Gmail, Hotmail, or Yahoo, are disregarded.
- Unattributed – We do not disclose who contributed particular information using the ZoomInfo Contact Contributor software or other contribution methods, except as discussed below. (See “Disclosures to Service Providers,” “Disclosures for Legal Reasons,” and “Disclosures to a Buyer of the Company”)
- Opt-Out – Anyone added to the Directory may request to be removed at any time, via email, web, our toll-free number, or by writing to us at the Contact Us address below. We will fulfill such requests as promptly as we can, and in any event within any time period that may be required by applicable law.

ZoomInfo does not “read” the body of email messages; our technology automatically extracts only the data we describe in this Policy. We do not collect data from custom fields or notes in the email client.

Information extracted may continue to be shared as described above as long as the Software remains installed or the user continues to allow ZoomInfo's access to the user's email account. To stop sharing information with ZoomInfo, a user can uninstall the Software at any time or disable ZoomInfo's access to the user's email account through the user's email account settings. Information that has previously been shared with ZoomInfo cannot be unshared by disabling the Software.

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

**Customer Information Collected.** ZoomInfo may collect the following information from or regarding its customers: (1) personal contact information regarding users of the Services (“**User Information**”); (2) information uploaded or otherwise provided to our system by a user of the Services (“**Uploaded Information**”); (3) usage logs 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**”); and (4)

any other information from or relating to users of our Services (“**Related Information**”) (collectively, “**Customer Information**”).

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 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, and to personalize user experience with the Site. We may use Customer Information to better our understanding of our users in general and to test, develop, improve, and enhance our Services and 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 will not disclose Customer Information 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.

## **D. How else 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. By accessing, using, and/or submitting information through the Site, including by filling out forms on our website, regardless of whether the form is ultimately submitted, a user of the Site consents to the practices described in this Policy with regard to the information collected about them. If you do not agree with this Policy, you should not submit any information through our Site and you must delete all cookies from your browser cache after visiting the Site and refrain from visiting or using the Site.

**Managing Professional Profiles.** 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 solely 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.

**Use of our Services.** In order to use certain ZoomInfo Services, users may be required to register. From time to time, we may send information about our products and services to a user’s email address. Recipients are provided with an opportunity to opt out of receiving such emails. We may also

communicate with users regarding their use of our Services or Site, including changes to this Policy. Users may have the option to provide additional information when completing surveys in connection with the use of [Comparably](#). Information that may be collected includes information such as age, gender, education, employment history, job titles, salary, years of experience, and benefit information and 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 "Customer Information Collected" section above.

**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 data automatically through use of our Services, 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.

**Referring a friend.** If a user invites a friend to join ZoomInfo, we will ask for such friend's name and email address, and we will automatically send such friend a one-time email invitation to visit the Site.

**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 solely 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, share, or use it again without prior consent. (The only exceptions are described in the sections below on "Disclosures to Service Providers," "Disclosures for Legal Reasons," and "Disclosures to a Buyer of the Company").

**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 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 other team members, and customers may share this information with their personnel or others. We may also use such information as described in the "Customer Information" section above. 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 including your device type, operating system, location, platform used, device ID, and the date of last use, among other non-personally identifiable information, through the downloading and use of our mobile applications. 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 you with certain app features, such as meeting briefs with meeting and contact details within the app.

**Using ZoomInfo Integrations.** As part of the Services, ZoomInfo may make available to its customers certain “Integrations.” In using ZoomInfo’s Integrations, such as ZoomInfo’s SFNA and web browser extensions, Business Information from a customer’s CRM, MAT, or sales enablement software may be transmitted to ZoomInfo for purposes of matching or cleansing the customer’s data against ZoomInfo’s database as a feature of the Services. In that event, ZoomInfo may retain and store such Business Information for purposes of identifying potential contacts to supplement the Services, verifying the accuracy of such Business Information, removing out-of-date Business Information from 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 or with the customer’s consent. Customers who wish to opt out of 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.

**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.

**From third parties.** ZoomInfo may 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.

**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 draw inferences or to produce scores or ratings such as the “Likely to Listen” score. We use scoring models and algorithms that evaluate selected data points to produce a score predicting the likeliness of an employment prospect to respond to a recruiter’s outreach efforts. 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.

### **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 Business Information and/or personal information for one or more of the following purposes:

- Provide, maintain, and improve the Site
- Verify, cleanse, update, and maintain Business Information and other information provided through the Site or through the other methods described in this Policy
- Provide and deliver the Services, process transactions, and send related information, including communications and invoices
- Send technical notices, updates, security alerts, and support and administrative messages
- Respond to comments, questions, and requests, and provide customer support
- Create ZoomInfo account(s) and identify users signing in to their accounts
- Communicate about products, services, offers, promotions, rewards, and events offered by ZoomInfo and others, and provide news and information
- Monitor and analyze trends, usage, and activities in connection with the Site
- Detect, investigate, and prevent fraud and other illegal activities
- Protect the rights and property of ZoomInfo, our customers, and others
- Personalize and improve the Site and Services, including by training LLMs or other Artificial Intelligence models
- Provide notice of important changes to the Site, including changes or updates to this Privacy Policy
- Facilitate contests, sweepstakes, and promotions, process entries, and deliver rewards
- Consider persons for possible employment with ZoomInfo, and communicate about employment opportunities or submitted employment applications
- Respond to requests from individuals to access, correct, or delete their information, or requests to exercise other rights related to their information under applicable law
- Create aggregated statistical data, inferred non-personal data, or anonymized or pseudonymized data (rendered non-personal and non-identifiable), which we or our business partners or customers may use to provide and improve our respective services
- Comply with our contractual and legal obligations, resolve disputes with users, and enforce our agreements
- 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. We also share some information publicly through our Public Directory. Click on the dropdown arrow to learn more about how ZoomInfo may share information.**

**Disclosures of Business Profiles.** We may make any Business Information that our users contribute for inclusion in our Directory, that we collect from public web sources, that we collect through market research surveys and phone interviews conducted by our in-house research team, that we license from third parties, or that we otherwise collect as described in this Policy available to users of the Site, to our

partners, and to our customers. Information provided, including Business Information, in creating or updating a Professional Profile, will be included in the Directory and thus can be viewed by third parties.

**Disclosures via Public Directory.** ZoomInfo makes certain limited Business Information from its Professional Profiles publicly available in our Public Directory on our Site. The categories of Business Information that may be made available in the Public Directory include past or current name, company, company headquarters telephone number, office address, job title, and/or education information. Information in the Public Directory is publicly available to visitors who visit the Public Directory webpages on our Site.

**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 from time to time disclose Business Information or other collected information to service providers, solely for providing functions related to our operation of the Site and provision of the Services and for no other purpose. For example:

- ZoomInfo uses service providers to process credit card payments on our Site. Information such as name, billing address, phone number, email address, and credit card information will be submitted to service providers for verification and to manage any recurring payments.
- ZoomInfo uses software hosted by a service provider to provide us with information regarding our visitors' activities on our Site. When individuals visit our Site, that service provider may set cookies on our behalf and may receive information about such individuals' browsing activity on our Site.

**Disclosures to Integration Partners.** In using ZoomInfo's Integrations, such as ZoomInfo's SFNA and web browser extensions, Business Information from ZoomInfo may be disclosed to a customer's CRM, MAT, or sales enablement software as requested or directed by our customers.

**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, information about you and/or information you provide to ZoomInfo 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. We obtain consent from the customer prior to posting any testimonial. Customers who wish to update or delete their testimonial may contact us at [privacy@zoominfo.com](mailto:privacy@zoominfo.com).



Our Site offers publicly accessible blogs or community forums. Any content provided in these areas may be read, collected, and used by others who access them. Individuals can request the removal of their personal information from our blog or community forum by contacting us at [privacy@zoominfo.com](mailto:privacy@zoominfo.com). In some cases, we may not be able to remove the personal information, in which case we will let the requestor know that we are unable to do so and why.

## 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 auto login and track how the user is using the site.

When individuals visit our Site, our servers and/or those of our service providers 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 information. We may link this information to information that individuals submit while on our Site, which does allow such individuals to be personally identified.

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.

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. Third Party Cookies

The use of cookies and similar technologies by our partners, affiliates, tracking utility company, and service providers is not covered by this Policy. We do not have access to or control over these cookies. Our partners, affiliates, tracking utility company, and service providers may use session ID cookies in order to:

- personalize visitors’ experience
- analyze which pages our visitors visit
- provide website features such as social sharing widgets
- measure advertising effectiveness
- track which areas of our site individuals visit in order to remarket to them

To disable or reject third-party cookies generally, please refer to the third-party’s relevant website or configure your browser settings appropriately. Individuals can also reject third-party analytics cookies by clicking the “Close” button on the cookie banner when visiting our Site.

### B. 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](#).

### **C. 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.

### **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/>)

## **VI. Your Choices**

**You have choices about how ZoomInfo uses your information. Individuals can use our [Privacy Center](#) to submit requests to access, update, or delete the information we may hold about them. Businesses can use the [Privacy 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 or Delete Professional Information**

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

**Update Professional 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.

**Request Access to Information ZoomInfo has Collected.** 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.

**Remove ZoomInfo Profile Completely.** 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 search results as soon as possible.

If you do not wish to, or cannot for any reason, use our Privacy 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 [Privacy 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.** ZoomInfo is a specialized web search engine focused on finding information about companies and professionals. We gather information about companies from corporate web sites, press releases, and/or SEC documents filed with the US government. The company summaries are created automatically by ZoomInfo's software based on the information we find on those documents and from other sources such as our affiliates, partners, or service providers.

*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 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 through their email account settings. If individuals uninstall the Software or otherwise disable ZoomInfo's access to

their email account, 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. 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.

## **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. 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 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.

## **XI. 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 privacy center at [/about-zoominfo/privacy-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. consent;
2. as necessary to perform our agreement to provide Services or other applicable agreements;
3. as necessary for compliance with a legal obligation to which we are subject; or
4. 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, given the limited impact that use of this Business Information and similar information presents to an individual’s private life

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 Privacy Center: [/about-zoominfo/privacy-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'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. In certain circumstances, ZoomInfo may act as an independent controller of personal information in connection with its provision of the Services to customers, such as when customers agree to contribute data to our database.

## 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 adheres 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 Zoom Information, Inc., DiscoverOrg, LLC, and Datanyze, Inc. 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). European Union, United Kingdom, and Swiss individuals have the right to access their personal information.

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/DPF-Dispute-Resolution> 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

## **XII. California Privacy Rights**

California law permits California residents to request certain information regarding the disclosure of their personal information by us to third parties for the third parties' direct marketing purposes. To make such a

request, please send the request, by mail or email, to the address at the end of this Policy under the “Contact Us” section.

### **XIII. Do Not Track Signals**

Browsers or devices may include ‘Do Not Track’ functionality. Our information collection and disclosure practices, and the choices that we provide to visitors, will continue to operate as described in this Policy, whether or not a Do Not Track signal is received.

### **XIV. 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).

### **XV. 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.

### **XVI. 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>.

### **XVII. 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:

- [Is ZoomInfo Trustworthy?](#)
- [Is ZoomInfo Safe?](#)
- [How Does ZoomInfo Get My Information?](#)
- [Read All FAQs](#)



# Privacy Statement for Residents of Specified States

This Privacy Statement for Residents of Specified States (“**Privacy Statement**” or “**Statement**”) supplements the information contained in the [ZoomInfo Privacy Policy](#). ZoomInfo has adopted this statement to comply with the state privacy laws adopted in numerous states, including the California Consumer Privacy Act, as amended (the “**CCPA**”) and other California privacy laws, the Colorado Privacy Act (“**CPA**”), the Connecticut Personal Data Privacy and Online Monitoring Act (“**CTDPA**”), the Utah Consumer Privacy Act (“**UCPA**”), and the Virginia Consumer Data Protection Act (“**VCDPA**”) (each individually a “**State Privacy Law**” and collectively, “**State Privacy Laws**”). This Statement applies solely to “**consumers**” as that term is defined in each respective State Privacy Law. When used in this Privacy Statement or in the Privacy Policy, any terms defined in such State Privacy Laws have the meaning given to them by those laws with respect to such state’s consumers.

## Limited Applicability of Certain State Laws

With the exception of the **CCPA** in California, many state privacy laws, including the **CPA**, **CTDPA**, **UCPA**, **VCDPA**, and similar legislation, do not apply to individuals where they are acting in a commercial or employment context. As a result, these laws may have limited applicability to ZoomInfo’s activities with respect to residents of the states where these laws are in effect. Where we refer to “**Personal Information**” throughout this Privacy Statement, we mean “Personal Data” or “Personal Information” as such terms are defined in the applicable State Privacy Law. This includes information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with you or your household and that is not deidentified, aggregated, or publicly available information, but only to the extent the Personal Information is not deemed excluded from the laws’ scope because of the Personal Information’s commercial or employment context or other applicable exclusions under the applicable State Privacy law.

To the extent that the rights afforded under the **CPA**, **CTDPA**, **UCPA**, **VCDPA**, and similar legislation may apply to the Site, they are indicated throughout this Privacy Statement by way of an **Other State Laws** heading.

## Information ZoomInfo Collects

Details about the information ZoomInfo collects and how it is collected are available in the “How we Collect Information” section of the Privacy Policy. To the extent the **CCPA** requires that these details be reported with reference to specific categories, in the last twelve (12) months, we may have collected the following categories of Personal Information:

- **Identifiers**, such as name, Internet Protocol address, device or other ID, email address, including business and/or other email addresses (including “freemails” such as Gmail, Yahoo, Hotmail, etc.), job title and department, phone numbers (general or direct business numbers, faxes, and/or mobile numbers), business-related postal address, and social networking URLs.
- **Personal Information Categories Listed in the California Customer Records Statute**, such as name, business address, telephone numbers (general or direct business numbers, faxes, and/or mobile numbers), education, employment, employment history, and credit or debit card number.
- **Commercial Information**, such as products or services purchased.
- **Biometric Information**, such as voiceprints, which we collect from Chorus customers when we have received such customers’ consent. The collection and use of biometric information is governed by our [Biometric Privacy Notice](#) in addition to this Statement.
- **Internet or Other Similar Network Activity**, such as Internet Protocol address and information on a consumer’s interaction with a website, application, or advertisement.
- **Geolocation Data**, such as information about your physical location collected from geolocation features on your device, including your IP address.
- **Professional or Employment-Related Information**, such as email address, including business and/or other email addresses (including “freemails” such as Gmail, Yahoo, Hotmail, etc.), telephone numbers (general or direct business numbers, faxes, and/or mobile numbers), business-related physical address, current or past job history, and title.
- **Inferences**, which may be drawn from the information identified above to make predictions about your preferences and interests.
- **Sensitive Information**, such as your ZoomInfo account login and password (if you are a ZoomInfo customer or user) and the biometric information as described above. ZoomInfo only uses or discloses sensitive information as is reasonably necessary and proportionate for the purposes specified in the **CCPA** regulations.

We will not collect additional categories of personal information or use the personal information we collected for materially different, unrelated, or incompatible purposes without providing prior notice.

## **Categories of Sources from which Personal Information is Collected**

ZoomInfo collects personal information from the following categories of sources:

- Publicly available information
- First-hand research
- Submissions from ZoomInfo's customers or freemium product users
- Third-party data vendors
- ZoomInfo's affiliates
- Directly and indirectly from activity or submissions on ZoomInfo's website
- Directly and indirectly from our customers or their representatives
- Directly from vendors and other contractual counterparties
- Through communications with prospective customers and other businesses and their representatives
- Any other sources described in our [Privacy Policy](#) under "[How we Collect Information](#)"

## **Purposes for Collection, Disclosure, Sharing, and Sale of Personal Information**

ZoomInfo collects, discloses, shares, and sells personal information for the following business and commercial purposes:

- Provide, maintain, and improve the Site
- Verify, cleanse, update, and maintain Business Information and other information provided through the Site
- Provide and deliver the Services, process transactions, and send related information, including communications and invoices
- Send technical notices, updates, security alerts, and support and administrative messages
- Respond to comments, questions, and requests, and provide customer support
- Create ZoomInfo account(s) and identify users signing in to their account
- Communicate about products, services, offers, promotions, rewards, and events offered by ZoomInfo and others, and provide news and information
- Monitor and analyze trends, usage, and activities in connection with the Site
- Detect, investigate, and prevent fraud and other illegal activities
- Protect the rights and property of ZoomInfo, our customers, and others
- Personalize and improve the Site and Services, including by training LLMs or other Artificial Intelligence models
- Provide notice of important changes to the Site, including changes or updates to this Privacy Policy
- Facilitate contests, sweepstakes, and promotions, process entries, and deliver rewards
- Consider persons for possible employment with ZoomInfo, and communicate about employment opportunities or submitted employment applications

- Create aggregated statistical data, inferred non-personal data, or anonymized or pseudonymized data (rendered non-personal and non-identifiable), which we or our business partners or customers may use to provide and improve our respective services
- Comply with our contractual and legal obligations, resolve disputes with users, and enforce our agreements
- Carry out any other purpose described at the time the information was collected or as otherwise set forth in the CPRA

## **Third-Party Recipients**

ZoomInfo may disclose personal information to the following third-party recipients for the business and commercial purposes identified above:

- ZoomInfo affiliates
- Service providers
- ZoomInfo customers
- ZoomInfo partners
- Any other recipients described in our [Privacy Policy](#) under “[How we Share Information](#)”

## **Sale, Sharing, and Disclosure of Personal Information**

We sell personal information collected for our database to our customers. This database may contain information about consumers’ business personas including name, employer, job title and department, email address, phone number, office address, social media or professional profile link, and work or educational history. This information is sold to ZoomInfo’s customers for the purpose of business-to-business sales, marketing, and recruiting and is provided subject to license agreements that limit its use to those purposes.

In the preceding twelve (12) months, we have sold or shared the following categories of personal information to ZoomInfo customers, partners, or affiliates:

- Identifiers
- Personal information categories listed in the California Customer Records statute
- Internet or other similar network activity
- Professional or employment-related information
- Inferences

ZoomInfo may also disclose personal information to its service providers for business purposes necessary for providing functions related to our operation of our business and provision of our products and services. In the preceding twelve (12) months, we have

disclosed for a business purpose the following categories of personal information to our service providers:

- Identifiers
- Personal information categories listed in the California Customer Records statute
- Internet or other similar network activity
- Professional or employment-related information
- Inferences

We do not sell or share the personal information of minors under 16 years of age.

## **A Consumer's Right to Opt-Out of the Sale or Sharing of Personal Information**

A consumer has the right to opt out of the sale or sharing of that consumer's personal information by ZoomInfo. Consumers may opt out of the sale of their information by visiting our [Manage Your ZoomInfo Profile](#) page in our [Privacy Center](#) and submitting a request to remove the consumer's profile or delete the consumer's data. A consumer may also contact us by calling 833-901-0859 or by sending an email to [privacy@zoominfo.com](mailto:privacy@zoominfo.com).

ZoomInfo may also share your information with third parties for marketing and advertising purposes. Individuals may opt out of the sharing of their information by disabling cookies on our [Cookies Page](#). ZoomInfo also responds to and abides by opt-out preference signals sent by the Global Privacy Control ("GPC"). For additional information regarding the GPC, including how to download and use the GPC, please visit the [Global Privacy Control](#) website.

**Other State Laws** *Subject to certain limitations, residents of Colorado, Connecticut, Nevada, Utah, and Virginia may have the right to opt out of the processing of their Personal Information for purposes of sale or targeted advertising. Residents of Colorado, Connecticut, and Virginia may also have the right to opt out of processing that amounts to profiling. If you believe this right applies to you, follow the instructions above to opt out.*

## **A Consumer's Additional State Law Rights and Choices**

State Privacy Laws provide consumers with specific rights regarding their personal information. This section describes a consumer's rights and explains how to exercise those rights.

[Access to Specific Information and Data Portability Rights](#)

A consumer has the right to request that we disclose certain information to that consumer about ZoomInfo's collection and use of that consumer's personal information over the past twelve (12) months. Once we receive and confirm a consumer's verifiable consumer request, we will disclose:

- The categories of personal information we collected about that consumer.
- The categories of sources from which the personal information was collected.
- Our business or commercial purpose for collecting, selling, or sharing that personal information.
- The categories of third parties to whom we disclose that personal information.
- The specific pieces of personal information we collected about that consumer (also called a data portability request).

**Other State Laws** *Subject to certain limitations, residents of Colorado, Connecticut, Utah, and Virginia may have a right to confirm whether ZoomInfo is processing their Personal Information and to access their Personal Information. In less common situations, some residents may also have a right to obtain their Personal Information in a portable and, to the extent technically feasible, readily usable format. If you believe these rights apply to you, follow the instructions below to contact us.*

#### Correction Request Rights

A consumer has the right to request that we correct personal information that we maintain about the consumer if it is inaccurate, taking into account the nature of the personal information and the purposes for which it is processed. Once we receive and confirm a consumer's verifiable consumer request, we will use commercially reasonable efforts to correct the inaccurate personal information. We may require documentation if necessary to confirm the accuracy of the requested correction. We may deny the request if:

1. We determine, based on the totality of the circumstances, that the contested personal information is more likely than not accurate as maintained.
2. We determine that the requested correction would be impossible or would involve disproportionate effort.
3. The requested correction is in conflict with federal or state law.
4. We denied the same request to correct within the past six months and the consumer has not provided additional documentation in support of the request.
5. We have a good-faith, reasonable, and documented belief that the request to correct is fraudulent or abusive.

In any case, we will inform you of the action we take and, where the request has been denied, the reasons for the denial. Subject to the exceptions given below, a consumer whose request to correct has been denied may be able to exercise a right to delete the contested data.

**Other State Laws**      *Subject to certain limitations, residents of Colorado, Connecticut, Utah, and Virginia may have a right to request that we correct inaccurate Personal Information held about them. If you believe this right applies to you, follow the instructions below to contact us.*

### Deletion Request Rights

A consumer has the right to request that ZoomInfo delete any of his or her personal information that we have collected and retained, subject to certain exceptions. Once we receive and confirm a consumer's verifiable consumer request, we will delete (and direct our service providers and/or customers to delete) that consumer's personal information from our records, unless an exception applies.

We may deny a consumer's deletion request if retaining the information is necessary for us or our service providers or customers to:

1. Complete the transaction for which we collected the personal information, fulfill the terms of a product warranty or product recall conducted in accordance with federal law, provide a good or service that a consumer requested, take actions reasonably anticipated within the context of our ongoing business relationship with that consumer, or otherwise perform our contract with that consumer.
2. Help to ensure security and integrity to the extent the use of the consumer's personal information is reasonably necessary and proportionate for those purposes.
3. Debug products to identify and repair errors that impair existing intended functionality.
4. Exercise free speech, ensure the right of another consumer to exercise their free speech rights, or exercise another right provided for by law.
5. Comply with the California Electronic Communications Privacy Act (Cal. Penal Code § 1546 seq.).
6. Engage in public or peer-reviewed scientific, historical, or statistical research that conforms or adheres to all other applicable ethics and privacy laws, when the information's deletion may likely render impossible or seriously impair the ability to complete such research, if a consumer provided informed consent.
7. Enable solely internal uses that are reasonably aligned with consumer expectations based on a consumer's relationship with us and compatible with the context in which the consumer provided the information.
8. Comply with a legal obligation.

**Other State Laws**      *Subject to certain limitations, residents of Colorado, Connecticut, Utah, and Virginia may have a right to request that we delete Personal Information concerning them. If you believe this right applies to you, follow the instructions below to contact us.*



### Exercising Access, Correction, Data Portability, and Deletion Rights

To exercise the access, correction, data portability, and deletion rights described above, please submit a verifiable consumer request to us by either:

- Calling us at 833-901-0859
- Visiting the [Manage Your ZoomInfo Profile](#) page in our [Privacy Center](#)
- Contacting us at [privacy@zoominfo.com](mailto:privacy@zoominfo.com)

Only a consumer, or a natural person or business entity that a consumer authorizes to act on a consumer's behalf (an "Authorized Agent"), may make a verifiable consumer request related to a consumer's personal information. A consumer may also make a verifiable consumer request on behalf of that consumer's minor child.

A consumer or the consumer's Authorized Agent may only make a verifiable consumer request for access or data portability twice within a 12-month period. The verifiable consumer request must:

- Provide sufficient information that allows ZoomInfo to reasonably verify a consumer is the person about whom we collected personal information.
- If an Authorized Agent is being used, provide sufficient proof that the consumer has provided the Authorized Agent with permission to submit the request on the consumer's behalf, such as signed permission or a power of attorney executed pursuant to California Probate Code Sections 4121 to 4130.
- Describe a consumer's request with sufficient detail that allows ZoomInfo to properly understand, evaluate, and respond to it.

We cannot respond to a consumer's or an Authorized Agent's request or provide a consumer or Authorized Agent with personal information if we cannot verify the consumer's or Authorized Agent's identity and/or authority to make the request and confirm the personal information relates to that consumer. Making a verifiable consumer request does not require a consumer to create an account with us. We will only use personal information provided to us in a verifiable consumer request to verify the requestor's identity or authority to make the request.

### Response Timing and Format

We endeavor to respond to a verifiable consumer request within 45 days of its receipt. If we require more time (up to 90 days), we will inform the consumer of the reason and extension period in writing. We will deliver our written response by mail or electronically. Any disclosures we provide will only cover the 12-month period preceding the verifiable consumer request's receipt unless another applicable period applies. The response we provide will also explain the reasons we cannot comply with a request, if applicable. For data portability requests, we will choose a format to provide a consumer's personal

information that is readily useable and should allow a consumer to transmit the information from one entity to another entity without hindrance.

We do not charge a fee to process or respond to a consumer's verifiable consumer request unless it is excessive, repetitive, or manifestly unfounded. If we determine that the request warrants a fee, we will tell the consumer why we made that decision and provide the consumer with a cost estimate before completing that consumer's request.

### Appeals

**Other State Laws** *Residents of Colorado, Connecticut, and Virginia may have the right to appeal an adverse decision made in response to their exercise of a consumer data rights request. If you believe this right applies to you and you have received an adverse decision regarding your exercise of a consumer data rights request, you may email us at [privacy.appeals@zoominfo.com](mailto:privacy.appeals@zoominfo.com) to initiate an appeal.*

## **Non-Discrimination**

Consumers have the right to not receive discriminatory treatment by a business for exercising their rights under the **CCPA**. We will not discriminate against a consumer for exercising any **CCPA** rights.

## **Deidentified Data**

To the extent ZoomInfo may collect or process deidentified data, we will maintain and use the information in deidentified form and will not attempt to reidentify the information, except for the purpose of determining whether our deidentification processes satisfy applicable requirements.

## **Data Retention**

For all categories of personal information we collect, we will retain personal information for a period of time consistent with and not longer than is reasonably necessary for 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. We will retain biometric data only so long as we have the consumer's consent, as specified in our [Biometric Privacy Notice](#).

## Changes to Our Privacy Statement

We reserve the right to amend this privacy statement at our discretion and at any time. When we make material changes to this privacy statement, we will provide notification by email or through a notice on our website homepage.

## Consumer Rights Requests Metrics

During the previous calendar year, ZoomInfo received the following number of requests from residents of California:

	Received	Complied with in Whole or in Part	Denied	Mean Number of Days to Respond
Requests to know	419	419	0	3 days
Requests to delete	11,377	11,377	0	< 1 day
Requests to opt-out	15,686	15,686	15	3 days
Request to correct	595	595	0	< 1

## Contact Information

If there are any questions or comments about this Statement, our [Privacy Policy](#), the ways in which we collect and use a consumer's personal information, how to receive a copy of the Privacy Policy and/or this Statement in an alternative format (for consumers with a disability), a consumer's choices and rights regarding such use, or to exercise consumer rights under California or other state law, please do not hesitate to contact us at:

ZoomInfo  
Attn: Privacy  
805 Broadway, Suite 900  
Vancouver, WA 98660  
Phone: 833-901-0859  
Email: [privacy@zoominfo.com](mailto:privacy@zoominfo.com)

*This Privacy Statement was last updated on January 1, 2024.*