



## InsideView and Data Privacy

InsideView is committed to partnering with our customers in their efforts to comply with their legal requirements, including the General Data Protection Regulation (“GDPR”) and the California Consumer Privacy Act (“CCPA”).

If you’re like many of our customers, you have questions about how InsideView responds to the ever-increasing data privacy rules and wonder if you can continue to use our contact data. This brief FAQ will help answer those questions.

**Q: Does InsideView comply with privacy rules and regulations like the GDPR and the CCPA?**

**A:** Yes. InsideView follows privacy and security best practices and complies with applicable laws (both domestic and European) concerning all personal data that we process.

- We adhere to all applicable privacy and security requirements of the GDPR and the CCPA.

**Q: What is InsideView’s “lawful basis” for processing personal data?**

**A:** The GDPR acknowledges that the processing of personal data for direct marketing purposes may be regarded as carried out for a ‘legitimate interest.’

- We have undertaken a Legitimate Interests Assessment and we believe we can continue to collect (through publicly available sources) and share (with our customers and services distribution partners) Business Data, because it is within our legitimate business interests to do so and is not adverse to the privacy rights of the individuals concerned in the context of the GDPR.
- Further, InsideView is careful to only source an individual’s business contact information AND only from either the public domain or under valid licenses from suppliers.
- InsideView does NOT gain individual contact data by email signature scraping or through data provided for other purposes.

**Q: How does InsideView protect its customers’ data?**

**A:** InsideView obtains names and business contact information directly from our customers, whether in connection with our business relationship with them (e.g., an Order Form or an email from our customer contact) or by taking in data that our customers provide to us (e.g. in connection with an email validation services request). *We do not share this data with our other customers; this data is not commingled with our core database.*

**Q: What type of personal data does InsideView provide?**

**A:** InsideView provides our customers with names, professional titles, and business contact information (“Business Data”) to help our customers locate and engage with other businesses (B2B data). We maintain a core database of Business Data that is derived from publicly-available sources (e.g., SEC website, company websites). Our offerings include



providing this data to our customers.

- InsideView does not provide individual consumer contact information (no B2C data).
- InsideView does not process sensitive personal data and we do not process “special categories” of data as such term is used in the GDPR.

**Q: Can individuals opt-out of the InsideView database?**

**A:** Yes. InsideView permits individuals residing in the EU (and elsewhere) to opt-out of our database. Our privacy policy ([www.insideview.com/privacy-policy](http://www.insideview.com/privacy-policy)) continues to disclose the right of individuals to request that we remove their name and business contact information from our services.

**Q: Does InsideView address the CCPA’s requirements regarding requests from individuals regarding their personal information?**

**A:** Yes. Customers may also ask about how InsideView handles requests from individuals regarding their personal information, including deletion. Under CCPA Section 1798.105(c), a business subject to the CCPA receiving a verifiable consumer request to delete data must comply and direct any contracted service providers, known by the business to be holding the consumer’s personal information, to do the same. As a result of InsideView’s ongoing effort to be compliant with existing global data protection laws and regulations, InsideView has a process to respond to individual’s requests for deletion of their personal data.

**Q: Do vendors that sub-process personal data on InsideView’s behalf also comply with privacy rules and regulations?**

**A:** Yes. InsideView maintains the necessary DPA (Data Processing Agreement) flow-downs from its vendors/sub-processors involved in sub-processing our personal data.

**Q: Does InsideView comply with ISO/IEC controls for privacy of personal data?**

**A:** Yes. InsideView continues to maintain our compliance with the ISO/IEC 27001:2013 standard, including ISO/IEC 27018 controls for privacy of personal data (see [www.insideview.com/compliance](http://www.insideview.com/compliance)).

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