



Dun & Bradstreet AI System Card for Hoovers SmartMail AI



This D&B AI System card provides an overview and important details about the appropriate use, performance, limitations, risks, compliance, ethics, and sustainability impact of the Hoovers SmartMail AI System. This AI System Card is provided in both written and JSON formats. Our AI Systems are subject to the standards of our [Responsible AI Certification](#). You can learn more about [D&B AI Transparency in our Privacy, Data Transparency and AI Trust Centre](#).

System Details	
Overview	Hoovers SmartMail AI helps users of the D&B Hoovers product generate email content for sending introduction or follow-up emails to professional contacts available within the D&B Hoovers product.
Original Release Date	May 17, 2024
Version Number	V1.1.0
Version Date	October 6, 2025
System Type	Hoovers SmartMail AI utilizes a Foundational Model (Gemini 2.5 Pro) which is a generative, pre-trained model provided by Google. Hoovers SmartMail AI processes only in text. Per the OECD Framework for Classification of AI Systems , Hoovers SmartMail AI is a Generic AI System.
License	Subject to contractual license terms with individual clients.
Citation Details	Hoovers SmartMail AI Version 1.1. currently has no publications for this AI System.
Contact Details for Feedback on the Model	D&B Regulatory, Compliance & Ethics complianceofficer@dnb.com
Detailed Description of the System	Users of the D&B Hoovers product can generate introduction or follow-up emails to specific professional contacts available within D&B Hoovers product. Hoovers SmartMail AI allows the generated email to be created using personalized inputs about the sender and recipient, and adjustments can be made to the language, length, and email tone. The generated email content can then be copied or opened directly into an email application outside of the D&B Hoovers product platform.

	
Release Description (Include After First Release)	Hoovers SmartMail AI Version 1.1 updated to Gemini 2.5 Pro as the Foundational Model.
Foundational Models	Hoovers SmartMail AI V1.1. utilizes Gemini 2.5 Pro (Model Card) as a foundational model. The foundational model is hosted on Google Vertex AI.
Foundational Model Configurations	D&B has not configured, trained, or tuned the Foundational Model for the primary intended uses.
Available Languages	Chinese (Simplified); Chinese (Traditional); Danish; Czech; Croatian; Finnish; English; French; German; Hungarian; Norwegian; Japanese; Polish; Portuguese; Serbian; Slovak; Spanish; Slovenian; Swedish
Intended Uses	
Primary intended uses	Generate introduction or follow-up emails using information provided by the D&B Hoovers product user (email sender) and information about the email recipient (professional contact) that is available in Hoovers.
Primary intended users	Licensed users of the D&B Hoovers product who want to generate introduction or follow-up emails to specific professional contacts made available with the D&B Hoovers product.
Unsupported (Out-of-Scope) uses	Hoovers SmartMail AI is intended only to generate initial drafts for Introduction and Follow-Up Emails. All generated email content must be reviewed and edited prior to sending to a recipient. End users are responsible for ensuring that all requirements of electronic communications privacy and anti-spam laws are met, including obtaining any required consents, in accordance with the contractual license terms between the Hoovers customer and Dun & Bradstreet.
Markets approved for System use	Global D&B Hoovers markets in accordance with this AI System Card and the contractual license terms between the D&B Hoovers customer and Dun & Bradstreet.
Performance Risk Factors and Limitations	
Relevant Risk Factors	Hoovers SmartMail AI may generate incomplete or inaccurate email content, and all generated content is dependent on the data available in D&B Hoovers, including information about the intended professional contact recipient or information provided by the D&B Hoovers user about themselves or their business.
Evaluation Risk Factors	Risk factors were evaluated during internal QA (Quality Assurance) and manual regression testing. Regression

	testing scenarios were completed evaluating safeguards intended to prevent offensive language and testing to ensure intended uses worked as planned and designed. All generated content must be reviewed by the Hoovers end user prior to sending, to reduce the risk of inaccurate or incomplete results.
Other Limitations	Hoovers SmartMail AI is limited to introduction and follow-up email generation directed to selected professional contacts available within the D&B Hoovers product. Emails cannot be sent from D&B Hoovers and generated content must be copied or opened in a separate email application. Hoovers SmartMail AI is further limited to the available languages listed in this AI System card.
Data	
Training Data	D&B has not trained the foundational model for use in Hoovers SmartMail AI. The Gemini 2.5 Pro - Model Card from Google provides details on the foundational model training.
Evaluation Data	D&B conducted pre-deployment QA (Quality Assurance) and manual regression testing, evaluating whether the AI System was generating the expected outputs, specifically the email content.
Guardrails, Oversight and Evaluations	
Controls and Guardrails	D&B has not configured, trained, or tuned the Foundational Model. The Gemini 2.5 Pro - Model Card from Google provides details on the foundational model controls and guardrails. D&B has conducted testing to ensure the foundational model controls and guardrails are sufficient for the Primary Intended Uses of this AI System, including ensuring the AI System does not generate offensive language or content within the email.
Customer and Usage Restrictions	Subject to contractual license terms with individual clients of D&B Hoovers.
Evaluations	D&B conducted pre-deployment QA (Quality Assurance) and manual regression testing, evaluating whether the AI System was generating the expected outputs, specifically the email content. The final round of regression testing showed a 100% pass rate across 12 final testing scenarios. Testing scenarios covered safeguards intended to prevent

	offensive language, testing for email personalization, and content generation. D&B conducted QA testing from an end user experience evaluating whether the AI System was generating the expected outputs, specifically the email content. The Gemini 2.5 Pro - Model Card from Google provides details on the foundational model performance metrics, safety, and security of the Foundational Model as evaluated by Google.
Ecosystem	
Interoperability with other systems	This AI System is natively integrated into the D&B Hoovers product platform. It is not otherwise available for integration or access.
Ethical Considerations	
We are committed to responsible use of AI, development of AI systems, and implementation of responsible AI solutions that accelerate innovation, improve efficiency, and contribute to sustainable growth. We believe this supports our foundational data compliance and ethics goals of preserving digital trust, reliable data-driven decision-making, and the sustainability of data ecosystems as described further in our AI Ethics Policy.	
Fairness Analysis	As the functionality of this AI is limited to draft email content generation based on a limited set of data inputs, at this time, we have not conducted specific analysis beyond what is provided in the Gemini 2.5 Pro - Model Card .
Safety Testing	As part of QA testing, email generation outputs were tested to ensure they aligned with the Primary Intended Uses. Testing scenarios also covered safeguards intended to prevent offensive language or content being generated within the emails. The Gemini 2.5 Pro - Model Card from Google provides details on the safety testing conducted for this Foundational Model as performed by Google.
Resiliency Testing	QA was conducted by internal D&B personnel. Penetration testing was also conducted as part of the security review for the D&B Hoovers platform to evaluate for potential system vulnerabilities.
Cybersecurity Considerations	Hoovers Hoovers SmartMail AI is hosted in Google Cloud and communicates with the foundational model (Gemini 2.5

	Pro) through a secure API enabled in Google Cloud with SSL/TLS Security. All data is protected through the SSL/TLS security provided by Google. All data entered into Hoovers SmartMail AI utilizes the current security controls available in D&B Hoovers and Google Cloud, as documented in the Google Cloud Security Overview. Security controls include, but are not limited to, access management, authentication, information security policies, encryption, incident detection, and system monitoring.
Privacy Considerations	The Dun & Bradstreet Privacy, Data Transparency, and AI Trust Centre provides information on data processing and privacy and data protection considerations related to Hoovers SmartMail AI, including the ability to exercise applicable data subject rights in accordance with the Global Data Subject Rights Policy. Applicable data subject rights of users and data subjects can be exercised using this form. Additional disclosures related to Professional Contact Data Transparency are set forth in our Professional Contact Data Transparency Statement.
Intellectual Property Considerations	D&B retains all rights as stated in the Terms of Use, including all proprietary rights to the underlying data, and applicable contractual agreements. Additionally, consistent with the terms of the Order Forms or other form of Agreement between the relevant D&B entity and our customers, D&B will use anonymized user prompts, inputs, queries, and feedback to further improve Hoovers SmartMail AI, to develop other products and solutions, and to advertise, market, or otherwise publicize and report on its products, solutions, and brand.
Engagement and Contestability	Consistent with our AI Ethics Policy, we have solicited feedback on this AI System from internal QA testers and other key stakeholders. We aim to address concerns about our AI systems and our use of AI, including concerns about decisions or outcomes that are inconsistent with the principles and operating standards of our AI Ethics Policy. Concerns may be raised using the Contact Details above or directly using our Helpline.

Environmental Considerations	D&B is committed to doing our part in protecting the environment to ensure a livable and prosperous world for generations to come. Read more about our environmental protection commitment in our Environmental Policy Statement.
Supply Chain Considerations	<u>Data Suppliers:</u> Hoovers SmartMail AI utilizes professional contact data available in D&B Hoovers. D&B Hoovers sources professional contact data from over 2000 sources. For more information related to our processing of professional contact data please see our Professional Contact Data Transparency Statement. <u>Data Processors:</u> D&B Hoovers and Hoovers SmartMail AI utilize the following data processors: • Google LLC, United States – AI Model Provider, Cloud Service Provider • Ensono, Inc., United States – Cloud Infrastructure • Axway Inc, United States – File Transfer and API Services • Concentrix Cvg Corporation, United States - Process outsourcing - data cleansing, data processing, outbound phone calls, data updates • Cybersoft Inc, United States - Process outsourcing - data processing, outbound phone calls, update records

Dun & Bradstreet reserves the right to modify, add, or remove portions of this System Card at any time based on changes to its AI Systems, models, data processing, business, or applicable laws, regulations, codes, and frameworks.

Prior Versions:

1.0 https://www.dnb.com/content/dam/web/company/about/content/hsm/DnB_Hoovers_SmartMail_AI.pdf