

# Supplemental Personal Data Processing Statement for Website Visitors and Online Service Users – U.S.

<b>Who?</b>	This Supplemental Personal Data Processing Statement (“Supplemental Statement”) for websites and online services users forms a part of, and is intended to be understood together with the <a href="#">Privacy, Data and AI Transparency Statement(s)</a> for the <a href="#">Dun &amp; Bradstreet Responsible Entities</a> in the United States.
<b>Where?</b>	<p>We collect and source personal data about you when you:</p> <ul style="list-style-type: none"> <li>• Visit our websites.</li> <li>• Click on links in our advertisements or other promotional content.</li> <li>• Sign up for a D&amp;B event or a D&amp;B-sponsored event online.</li> <li>• Subscribe to email newsletters and alerts.</li> <li>• Fill out a form to request additional information.</li> <li>• Register to download certain online resources.</li> <li>• Participate in a webinar hosted or sponsored by us.</li> <li>• Participate in community forums.</li> <li>• Enter a contest or other promotion provided or sponsored by us.</li> <li>• Fill out an online survey or poll.</li> <li>• Access video content.</li> <li>• Purchase our products and services online.</li> <li>• Login and use our solutions that are accessible via an online interface</li> <li>• Submit questions, requests, concerns or complaints to us, including completion of forms in the Contact Us portion of the website and information you provide to us via email, text, chat, or other form of online communication</li> <li>• Subscribe to marketing communications from D&amp;B</li> </ul> <p>The personal information that you are asked to provide, and the reasons why you are asked to provide it, will be made clear to you at the point we ask you to provide your personal information and, where applicable, you will be provided with an option to choose whether to receive future marketing messages.</p>
<b>What?</b>	We process personal data about you based on the specific nature of your interactions with us online. We aim to collect the minimum amount of personal data necessary for the specific purposes described in the Why section below. In some cases, this includes directly identifiable personal

	<p>data. In other cases, we only use personal data that is specifically linked to you or your device but that does not directly identify you. The specific types of personal and related data we may process based on your online interactions include:</p> <ul style="list-style-type: none"> <li>• IP address</li> <li>• The business associated with your IP address and information about that business from our records, including size and sector</li> <li>• Browser type, or operating system, areas of the website visited, and the website from which you came to our websites</li> <li>• Name</li> <li>• Employer or other organization with which you are associated</li> <li>• Job title</li> <li>• Function and seniority associated with your job title</li> <li>• Business Address</li> <li>• Business telephone number</li> <li>• Professional email address</li> <li>• Social media handle and posts that you make public or in connection with a Dun &amp; Bradstreet account</li> <li>• Log in credentials for our online services (such as user name and password)</li> <li>• Inquiries and questions</li> <li>• Order history</li> <li>• Billing information</li> <li>• Payment information, including credit/debit card information</li> <li>• Device type</li> <li>• Device ID</li> <li>• Information about how your device has interacted with our websites, including the pages, content, and features accessed and the links clicked</li> <li>• Cookies and other online trackers as described in our Cookie Policy</li> <li>• Geolocation</li> </ul>
<p><b>Why?</b></p>	<p>The purposes for which we process personal data about you to:</p> <ul style="list-style-type: none"> <li>• Understand how our websites and online services are used, by what types of visitors, to enhance performance, to improve usability, and to improve what we offer</li> <li>• Understand the effectiveness of our online advertising</li> <li>• To enable selected third parties to advertise their products and services to you on certain parts of our websites and online services</li> <li>• Protect our websites and online services from fraud, unauthorized access, disclosure, alteration, or destruction, and other malicious behavior</li> <li>• Fulfill your requests</li> </ul>

	<ul style="list-style-type: none"> <li>• Process your transaction, including payment information where applicable, when you purchase our products and services online</li> <li>• Enable you to apply for a Dun &amp; Bradstreet D-U-N-S® Number</li> <li>• Deliver email newsletters, alerts and other resources</li> <li>• Enable you to participate in Community Forums, enter a contest or fill out a survey, access video content, receive free incentives, manage your account, and obtain customer service and support</li> <li>• Provide sales, marketing or promotional information to you in your official capacity within your company, about any of D&amp;B products and services for use by your company in a business-to-business context.</li> <li>• Compile information for D&amp;B's internal analyses, such as researching and identifying market segments and needs.</li> <li>• Provide location-based services, where applicable to certain functionality offered in our online products and services, including those accessible via a mobile device</li> </ul> <p>For details on <b>Personal Data Sharing and Disclosure</b>, including in response to regulatory and other government investigations, please see the section with this heading in our <a href="#">the Privacy, Data and AI Transparency Statement(s)</a>.</p>
<b>How?</b>	<p>Where the laws that apply to our data processing require a legal basis for that processing, we rely on the following legal basis(es) for processing personal data about you:</p> <ul style="list-style-type: none"> <li>• Necessary for performance of a contract: If you are a customer of D&amp;B, we will process the minimum necessary personal data about you to process your transaction, deliver the product(s) and service(s) you purchased under your contract with us, and provide any necessary support services.</li> <li>• If we do not have a contract with you, or we process personal data for reasons that are not necessary to our performance under your contract with us, we may rely on other legal bases, such as: <ul style="list-style-type: none"> <li>○ Our legitimate interests in operating and protecting our business, including the specified purposes for which you voluntarily provide personal data to us;</li> <li>○ Your consent, in accordance with the requirements for consent under applicable laws;</li> </ul> </li> <li>• Necessary for us to comply with the laws applicable to our business.</li> </ul>
<b>For How Long?</b>	<p>As set forth in our Privacy, Data and AI Transparency Statement for the Responsible Entities in <i>[insert country for notice jurisdiction: United States]</i>. We define retention periods for D&amp;B data that align with our legal obligations and legitimate business needs. Our data retention periods align with the purposes for which data are processed and the</p>

	<p>records and systems in which they are maintained. Data retention periods are documented for our data processing activities and systems. Data contained in static records are maintained in accordance with the retention periods for those records.</p> <p>Specific retention periods under this Supplemental Statement include:</p> <table border="1" data-bbox="443 478 1412 1146"> <tr><td></td><td></td></tr> <tr><td></td><td></td></tr> <tr><td></td><td></td></tr> <tr><td></td><td></td></tr> <tr><td></td><td></td></tr> <tr><td></td><td></td></tr> <tr><td></td><td></td></tr> <tr><td></td><td></td></tr> <tr><td></td><td></td></tr> </table> <p>Our retention periods may be suspended if a legal obligation, such as an investigation or a dispute, requires that information be kept for a longer period of time.</p>																		
<p><b>Additional Supplemental Information</b></p>	<p>In addition to the information set forth in the Our Data Processing, Your Personal Data, and Cookies and Online Activity Sections section of the Privacy, Data and AI Transparency Statement, the following information applies to data processing about you:</p> <ul style="list-style-type: none"> <li> <b>Information collected via mobile devices:</b> To provide location-based services on the mobile-optimized versions of our online products and services, we may collect and use precise location data, including the real-time geographic location of your mobile device or computer. Where available, location-based services may use GPS, Bluetooth, and your IP Address, along with crowd-sourced Wi-Fi hotspot and cell tower locations, and other technologies to determine your device’s approximate location. Location-based services, such as the mapping features, require collection of your location for the feature to work. You may withdraw consent to its collection, use, transmission, processing </li> </ul>																		

	<p>and maintenance of location data at any time by not using the products that use location-based features or by turning off Location Services settings (as applicable) on your device and computer.)</p> <ul style="list-style-type: none"> <li>• <b>Third Party Advertising:</b> If you view a third party website where our ads appear, the advertising company serving the ads may place a third party cookie on your computer or use a Web beacon to access a cookie that they previously placed on your computer. These companies do not collect information that can personally identify you, but they may use information about your visits to our website and other websites to measure the effectiveness of advertising. We do not disclose any personal data to these companies. We share aggregate website usage information with third party advertisers and related third party providers for the purpose of effectively targeting our online advertisements. Unless you are otherwise notified, when working with D&amp;B, these advertising companies do not link any online behavior or cookies with other information that can be used to directly identify you, such as your name, address, telephone number or e-mail address. These third-party advertising networks also track visitors' online usage and behavior patterns. These companies may use information about your visits to Dun &amp; Bradstreet and other websites to provide advertisements on this site and across other sites about products and services that may be of interest to you. The result of these efforts is the creation by the third party advertising company of an online profile and segments that attempt to predict individual user interests, preferences and purchasing habits. The third-party advertising networks then use the profile and segments to customize the advertising content served to users when visiting other websites. You can reject third party cookies on our websites by using our Cookie Consent Manager. at any time. For more information, review our <a href="#">Cookie Policy</a>.</li> </ul>
<p><b>Contact Us</b></p>	<p><b>How to Contact Us:</b> If you have a question or concern about this Statement, you may <a href="#">contact D&amp;B Global Compliance &amp; Ethics</a> or raise a question or concern using our <a href="#">Helpline</a>. You may also contact your local people team representative for additional information. Contact details for data protection authorities are <a href="#">here</a>.</p> <p><b>Individual Rights:</b> We are committed to respecting the data and digital rights of individuals in both their personal and professional capacities as set forth in our <a href="#">Global Data Subject Rights Policy Statement</a>. You may exercise your rights in connection with our data processing <a href="#">here</a>.</p>

Effective Date: 04-Jul-2024

Prior Versions:

[https://www.dnb.com/en-us/content/dam/web/company/about/content/wvos/DnB\\_Supplemental-Personal-Data-Processing-Statement-Website-Visitors-Online-Service-Users\\_v1.1.pdf](https://www.dnb.com/en-us/content/dam/web/company/about/content/wvos/DnB_Supplemental-Personal-Data-Processing-Statement-Website-Visitors-Online-Service-Users_v1.1.pdf)

[https://www.dnb.com/en-us/content/dam/web/company/about/content/wvos/DnB\\_Supplemental-Personal-Data-Processing-Statement-Website-Visitors-Online-Service-Users\\_v1.0.pdf](https://www.dnb.com/en-us/content/dam/web/company/about/content/wvos/DnB_Supplemental-Personal-Data-Processing-Statement-Website-Visitors-Online-Service-Users_v1.0.pdf)

*Dun & Bradstreet reserves the right to modify, add, or remove portions of the Supplemental Statement at any time based on changes to its data processing, business, or applicable laws.*