

Corporate Policy Statement: Data Compliance and Ethics

Effective Date – 05.Apr.2022. Last Updated – 19.Jun.2025.

OUR POLICY COMMITMENT

At Dun & Bradstreet (D&B), our commitment to effective data compliance, ethics, and management is at the heart of our role as a leading global provider of business decisioning data and analytics. It supports our goal of preserving digital trust, reliable data-driven decision-making, and the sustainability of data ecosystems. We believe that sound governance, classification, handling, transparency, risk management, and stewardship of data are foundational to delivering meaningful data-driven insights and driving informed decisions and improved outcomes. As a responsible data steward, we balance our commercial obligations and responsibilities with respect for the interests of individuals and entities about whom process data.

This Policy establishes our baseline principles and operating standards for data classification and the governance, handling, transparency, and stewardship requirements for protection of our enterprise data assets globally. A D&B data asset is a data element, set of data elements, file, record, or other information generated, owned, controlled, or under the custody or stewardship of D&B. This Policy provides a framework for compliance and effective risk management under data security, data protection, and other data and information laws, rules, regulations, external frameworks and standards globally across all categories and types of data. This Policy sets the floor for data compliance, ethics, classification, and handling at D&B. Where an applicable law, rule, regulation, contractual obligation or other D&B policy requires a higher standard, we will follow the requirements of that law, rule, regulation, contract or D&B policy.

PRINCIPLES AND OPERATING STANDARDS

The following eleven Principles and Operating Standards guide the way we work at D&B to meet our Policy Commitment.

1. **Data Categories:** All D&B data assets are categorized.
2. **Data Classification:** All D&B data assets are classified.
3. **Data Labeling:** All D&B data assets are labeled with a classification in D&B systems to ensure proper handling.
4. **Data Processing Management:** All processing of D&B data assets has a legitimate business purpose.
5. **Data Necessity:** We only collect and use the data we need to support specific business purposes.
6. **Data Use:** We ensure that D&B data assets are only used as permitted by applicable laws.
7. **Data Transparency:** We are transparent about our data practices and processing.
8. **Data Retention:** We define retention periods for D&B data that align with our legal obligations.
9. **Secure Data Disposal:** We securely dispose of D&B data assets when no longer needed.
10. **Disclosure to Third Parties:** We only share D&B data assets with Third Parties as permitted by the applicable Data Classification.



11. **Cross-Border Transfer:** We only transfer data across country borders as permitted by applicable laws and in accordance with our Global Cross-Border Privacy Management System Policy.