

MyD&B Mobile Application Supplemental Privacy Statement - U.S.

<p>Who?</p>	<p>This Supplemental Personal Data Processing and Privacy Statement (“Supplemental Privacy Statement”) for users of the MyD&B Mobile Application (the “App”) forms a part of and is intended to be understood together with the Privacy, Data and AI Transparency Statement for the Dun & Bradstreet Responsible Entities in the United States.</p> <p>This Supplemental Privacy Statement is intended to provide transparency for App users, including to inform you of what information the App collects and/or stores, how we use that information, and who we share that information with, if at all. We encourage you to read this Supplemental Privacy Statement and use the information it contains to help you make informed decisions.</p>
<p>Where?</p>	<p>In the course of us operating and you using the App, we will collect and/or receive data, including personal data, when you:</p> <ul style="list-style-type: none"> • Download and install the App. • Sign up for solutions made available within the App. • Login and use our solutions that are accessible via the App. • Click on links in our advertisements, third party advertisements, and other promotional content embedded in the App. • Submit information, questions, requests, concerns or complaints to us including completion of forms made available within the App, and information you provide to use via email, text, chat or other form of communication made available within the App. • Subscribe to marketing communications from D&B. <p>The personal data that you are asked to provide, and the reasons why you are asked to provide it, will be disclosed to you at the point we ask you to provide your personal data. Additionally, where applicable, you will be provided with an option to choose whether to receive future marketing messages from Dun & Bradstreet.</p>
<p>What?</p>	<p>We process data, including personal data about you, based on the specific nature of your interactions with us via the App. 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</p>

includes directly identifiable personal 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 interactions with App include:

- Personal Data provided by you, including:
 - Name
 - Professional E-mail address
 - Physical address
 - Other professional contact data, including phone number and job title
 - Other information about your business
 - Login credentials for the App and solutions contained therein (such as username and password)
 - Authentication data

- Mobile Device and Related Activity Data, including:
 - Mobile device type
 - Mobile device ID, model, and manufacturer
 - Operating system version
 - Browser type and version
 - Network type
 - Mobile carrier
 - Internet service provider
 - IP address
 - Details regarding your activity on the App, such as search queries, performance and usage data, what pages, content, and features were accessed, and what links were clicked.
 - Cookies and other online trackers as described in our [Cookie Policy](#).
 - Geolocation Data

- Mobile Device Access, including permission to certain features below (this access may be revoked any time in your mobile device settings):
 - Media Files
 - Photos
 - Storage

Why?

The purposes for which we process your data, including personal data collected or received while using the App include:

In connection with our operation of the App and delivery of services to you:

- Provide our products and services made available within the App, including enabling you to apply for a Dun & Bradstreet D-U-N-S® Number.
- Enable you to upload documentation necessary for us to provide certain services offered within the App.
- Manage your account and provide customer service and support.
- Understand how the App and solutions accessible within are used, to enhance performance, to improve usability, and to improve what we offer.
- Enable selected third parties to advertise their products and services to you on certain parts of the App.
- Protect the App, our websites and solutions accessible within the App from fraud, unauthorized access, disclosure, alteration, or destruction, and other malicious behavior.
- Provide location-based services, where applicable to certain functionality offered within the App

In connection with our operation of our business:

- Deliver email newsletters, alerts and other resources to inform you about our products and services.
- Administer our promotional programs, access video content, and provide free incentives.
- Provide sales, marketing or promotional information to you in your official capacity within your company, about any D&B products and services for use by your company in a business-to-business context.
- Understand the effectiveness of advertising contained within the App
- Compile information for D&B's internal analysis, such as researching and identifying market segments and needs.

In connection with our commercial activities:

- License and sale of certain business information and professional contact data as described above in the "What" section to our customers for their sales and marketing use cases limited to lead generation, mailing lists, segmentation analysis, sales channel management, campaign management, sales force automation, call center management, customer acquisition, and order entry.

For additional details on other **Personal Data Sharing and Disclosure**, including in response to regulatory and other government investigations,

	<p>please see the section with this heading in our Privacy, Data and AI Transparency Statement(s).</p>												
<p>How?</p>	<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"> • Necessary for performance of a contract and delivery of the services you have requested: If you are a customer of D&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. • 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"> ○ Our legitimate interests in operating and protecting our business, including the specified purposes for which you voluntarily provide personal data to us; ○ Your consent, in accordance with the requirements for consent under applicable laws; • Necessary for us to comply with the laws applicable to our business. 												
<p>For How Long?</p>	<p>As set forth in our Privacy, Data and AI Transparency Statement for the Responsible Entities in the United States. We define retention periods for D&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 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="441 1524 1495 1875"> <thead> <tr> <th data-bbox="441 1524 894 1564">Data or record type</th> <th data-bbox="894 1524 1495 1564">Retention Period</th> </tr> </thead> <tbody> <tr> <td data-bbox="441 1564 894 1604">App Activity</td> <td data-bbox="894 1564 1495 1604">3 years</td> </tr> <tr> <td data-bbox="441 1604 894 1644">Geolocation Data</td> <td data-bbox="894 1604 1495 1644">30 days</td> </tr> <tr> <td data-bbox="441 1644 894 1684">Browser Activity Data</td> <td data-bbox="894 1644 1495 1684">3 years</td> </tr> <tr> <td data-bbox="441 1684 894 1761">Customer Contact Information</td> <td data-bbox="894 1684 1495 1761">1 year after the customer is no longer an active customer of D&B.</td> </tr> <tr> <td data-bbox="441 1761 894 1875">Lead, Prospect and Customer Information for Marketing Communications</td> <td data-bbox="894 1761 1495 1875">4 years after the last communication.</td> </tr> </tbody> </table>	Data or record type	Retention Period	App Activity	3 years	Geolocation Data	30 days	Browser Activity Data	3 years	Customer Contact Information	1 year after the customer is no longer an active customer of D&B.	Lead, Prospect and Customer Information for Marketing Communications	4 years after the last communication.
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	Access Logs	2 years after the customer is longer an active customer of D&B.
	Customer inquiries, including complaints, feedback, correspondence, surveys	4 years
	Email communications	2 years
	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.	
Additional Supplemental Information	<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"> <p>Geolocation: In the course of your use of certain features or access to solutions within the App, we may collect Coarse Location Data. Coarse Location means an approximate location of your mobile device, based on cell tower signals or WiFi access points, with lower resolution than a latitude and longitude with three or more decimal places. Your location data enables us to prevent and detect potential fraud by comparing the location of account registration and sign-in attempts to establish normal usage patterns for your account. Significant deviations may indicate unauthorized access attempts. Precise Location Data is NOT collected by the App. You may disable location services for this App on your mobile device at any time, although certain functionality that requires fraud detection applications, such as uploading business documents, may be lost.</p> <p>Access to device Media Files, Photos, and Storage: In the course of your use of certain features or access to solutions within the App, including to upload Business Verification Documents when requesting a Dun & Bradstreet D-U-N-S® Number, you may grant us access to your Media Files, Photos, and Storage on your mobile device. If you wish to change our access or permissions, you may do so at any time in your mobile device settings, although the ability to access certain features and solutions, such as those listed in this section, will be lost.</p> <p>As a provider of data and analytics solutions, we make information about you available for sale as described under the “Why”</p> 	

section above and consistent with the responsible data processing standards set forth in our [Privacy, Data and AI Transparency Statement](#). You can opt-out of the sale of personal data about you by exercising your Individual Rights below in the “Contact Us” section. You also can opt-out of third party cookies, pixels, and other trackers, including for targeted advertising, by using the Consent Manager on our website as described in our [Cookie Policy Statement](#).

- **Push Notifications:** We may request to send you push notifications regarding your account or certain features of the App. If you wish to opt out from receiving these types of communications, you may turn them off anytime in your mobile device settings.
- **Third Party Advertising,** including information collected by or through third party advertising companies. We may share information about your activity on the App with third parties for ad distribution and ad optimization (defined as the tailoring, targeting (i.e., behavioral, contextual, retargeting, analyzing, managing, reporting, and optimizing of ads). These companies do not collect information that can directly identify you, but they may use information about your visits to our website and other websites to measure the effectiveness of advertising. 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&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 & 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 [Cookie Policy Statement](#)

	<p>If you wish to opt out of third-party interest-based advertising, users of mobile Devices can follow the below instructions:</p> <ul style="list-style-type: none"> ▪ Android Users. For Android devices with OS 2.2 and up and Google Play Services version 4.0 and up: Open your Google Settings app > Ads > Enable “Opt out of interest-based advertising.” ▪ iOS Users. <ul style="list-style-type: none"> ○ iOS 7 or Higher: Go to your Settings > Select Privacy > Select Advertising > Enable the “Limit Ad Tracking” setting. ○ iOS 6: Go to your Settings > Select General > Select About > Select Advertising > Enable the “Limit Ads Tracking” setting.
<p>Contact Us</p>	<p>How to Contact Us: If you have a question or concern about this Statement, you may contact D&B Global Compliance & Ethics or raise a question or concern using our Helpline. You may also contact your local people team representative for additional information. Contact details for data protection authorities are here. Contact details for data protection authorities are here.</p> <p>Individual Rights: We are committed to respecting the data and digital rights of individuals in both their personal and professional capacities as set forth in our Global Data Subject Rights Policy Statement. We provide the following consumer privacy rights as detailed in that Statement:</p> <ul style="list-style-type: none"> • Right to Know • Right of Access • Right of Correction • Right of Deletion • Right to Object <ul style="list-style-type: none"> ○ Right to Opt-Out of Commercial Communications ○ Right to Opt-Out of Data Sale ○ Right to Opt-Out of Data Sharing with Third Parties for Online Advertising ○ Right to Withdraw Consent • Right to Restrictions • Right to Data Portability <p>You may exercise your rights in connection with our data processing here.</p>

Effective Date: 14-June-2024
 Prior Versions: None

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