WebInsights

Web Insights & US Data Privacy

We know being US Data Privacy compliant is imperative. Web Insights is entirely data compliant and we provide total transparency, giving customers full confidence when working with us. Here's a summary about Web Insights and The California Consumer Privacy Act (CCPA), which can also relate to businesses.

The Web Insights product



A real-time reverse IP tracking code is added to users' websites, enabling them to identify previously unknown website visitors.

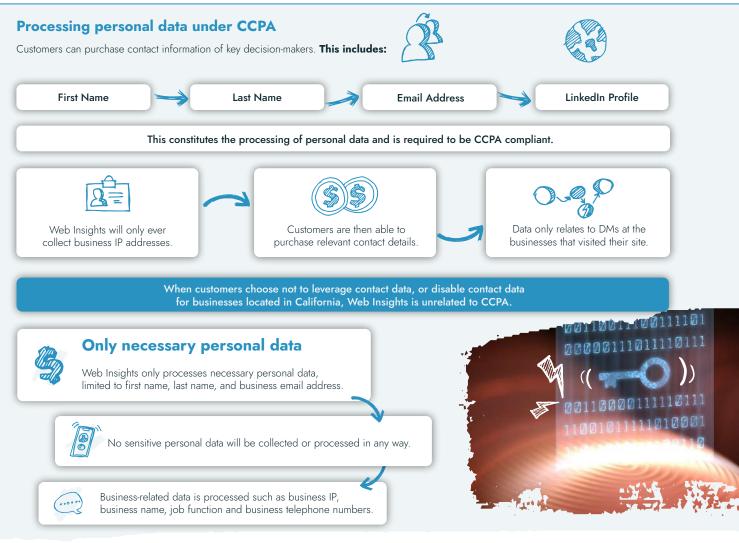
Integrate seamlessly with your tech stack and automatically route visitor information.

Deliver engaged opportunities directly to your sales, marketing and account management teams.

Web Insights **does not** identify any personal IP addresses, mobile devices or any data other than that associated with the business.

Being transparent with business data

Web Insights is almost entirely focused on leveraging business information to effectively match a business IP address with wider business data, providing valuable, business-related visitor information to users.



Where a customer opts to use the contact data feature of Web Insights, it is deemed that the customer will be responsible for ensuring the data used is further processed within their business in a method that is compliant with CCPA – each customer will be responsible for conducting their own due diligence checks and producing their own policies as applicable to their business.

The best way to learn about Web Insights is to take a look for yourself.

Book a demonstration