

# 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.

## Processing personal data under CCPA

Customers can purchase contact information of key decision-makers. **This includes:**



First Name

Last Name

Email Address

LinkedIn Profile

This constitutes the processing of personal data and is required to be CCPA compliant.



Web Insights will only ever collect business IP addresses.



Customers are then able to purchase relevant contact details.



Data only relates to DMs at the businesses that visited their site.

When customers choose not to leverage contact data, or disable contact data for businesses located in California, Web Insights is unrelated to CCPA.



## Only necessary personal data

Web Insights only processes necessary personal data, limited to first name, last name, and business email address.



No sensitive personal data will be collected or processed in any way.



Business-related data is processed such as business IP, business name, job function and business telephone numbers.



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](#)