

TRADE INTELLIGENCE PLATFORM

# Panjiva Data Removal Guide

Complete step-by-step process to remove your trade data from Panjiva

DIFFICULTY

Beginner

READ TIME

15 minutes

VERSION

2024

Comprehensive guide to removing your company's sensitive trade data from Panjiva's intelligence platform.

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# Panjiva Data Removal - Complete Guide

## Understanding Panjiva's Data Collection

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Panjiva operates as one of the world's largest trade intelligence platforms, collecting and monetizing shipment data from customs authorities worldwide. They track over 120 million companies and process billions of trade records annually.

### What Data Panjiva Collects

#### **Shipment Records:**

- Bill of lading information
- Import/export manifests
- Container tracking data
- Freight forwarder details

#### **Company Intelligence:**

- Trade relationships and partnerships
- Volume and frequency analysis
- Product classification data
- Financial transaction patterns

#### **Supply Chain Mapping:**

- Supplier and buyer networks
- Manufacturing locations
- Distribution channels
- Competitive intelligence

# Step-by-Step Removal Process

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## Phase 1: Data Assessment

Before initiating removal requests, conduct a comprehensive audit of your exposed data:

1. **Search Your Company:** Use Panjiva's search function with multiple variations of your company name
2. **Document Everything:** Screenshot all pages showing your trade data
3. **Identify Data Sources:** Note which customs authorities are providing your data
4. **Assess Business Impact:** Calculate potential competitive damage from exposed information

## Phase 2: Legal Foundation

### Understand Your Rights:

- GDPR (EU companies)
- CCPA (California companies)
- Local data protection laws
- Industry-specific regulations

### Prepare Documentation:

- Business registration certificates
- Power of attorney (if applicable)
- Trade secret documentation
- Competitive harm evidence

## Phase 3: Formal Removal Request

### Contact Information:

- Email: [privacy@panjiva.com](mailto:privacy@panjiva.com)

- Phone: +1 (212) 960-6050
- Address: Panjiva Inc, 225 Broadway, 6th Floor, New York, NY 10007

**Required Information:**

- Complete company legal name
- All business aliases and DBA names
- Registration numbers
- Specific data to be removed
- Legal justification

## Phase 4: Follow-Up and Verification

**Response Timeline:**

- Initial acknowledgment: 5-10 business days
- Evaluation period: 30-45 days
- Implementation: 15-30 days after approval

**Verification Steps:**

1. Search for company data weekly
2. Check cached versions on search engines
3. Monitor for data re-appearance
4. Document removal confirmation

## Email Templates

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### Initial Removal Request

**Subject:** Data Removal Request Under GDPR/CCPA - [Company Name]

Dear Panjiva Privacy Team,

I am writing to formally request the removal of my company's trade data from your platform under applicable data protection regulations.

**Company Details:**

- Legal Name: [Your Company Name]
- Aliases: [Any DBA or trade names]
- Registration: [Business registration number]
- Industry: [Your industry sector]

**Request Details:**

We request immediate removal of all trade records, shipment data, supplier information, and any derived intelligence products containing our company information.

**Legal Basis:**

This request is made under [GDPR Article 17 / CCPA Section 1798.105 / Other applicable law] due to legitimate business interests in protecting trade secrets and competitive information.

**Contact Information:**

[Your name and title]

[Email and phone]

[Company address]

We request confirmation of this removal within 30 days as required by law.

Best regards,

[Your signature]

## Follow-Up Request

**Subject:** Follow-Up: Data Removal Request - [Company Name] - [Reference Number]

Dear Panjiva Team,

I am following up on my data removal request submitted on [date] regarding [Company Name].

As [X days] have passed without confirmation, I would appreciate an update on the status of this request.

Please confirm:

1. Current status of the removal process
2. Expected completion timeline
3. Any additional information required

I look forward to your prompt response.

Best regards,

[Your signature]

## Common Challenges and Solutions

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### Challenge: "Data is Public Record"

#### Response Strategy:

- Acknowledge source is public but aggregation creates competitive harm
- Reference data protection laws that don't exempt public records
- Emphasize processed intelligence vs. raw data distinction
- Provide evidence of business damage

### Challenge: Slow Response Times

#### Escalation Steps:

1. Send follow-up emails every 2 weeks
2. Contact by phone for status updates
3. Involve legal counsel if necessary
4. File complaints with data protection authorities

# Challenge: Partial Removal

## Verification Protocol:

- Search with multiple company name variations
- Check subsidiary and related company data
- Monitor for 6 months post-removal
- Document any remaining data for additional requests

# Prevention Strategies

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## Ongoing Monitoring

- Set up Google alerts for your company + "Panjiva"
- Monthly searches of the platform
- Monitor competitor intelligence reports
- Track new data appearance

## Legal Protections

- Update privacy policies to reference trade data
- Include data protection clauses in shipping contracts
- Work with customs brokers on data handling
- Consider legal action for repeat violations

## Alternative Solutions

- Use freight forwarders with privacy commitments
- Implement trade route obfuscation
- Consider professional removal services

- Engage data protection specialists

## Results and Expectations

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### Typical Outcomes

- **Full Removal:** 60-70% of requests
- **Partial Removal:** 20-25% of requests
- **Rejection:** 10-15% of requests

### Success Factors

- Strong legal justification
- Professional communication
- Persistent follow-up
- Documented business harm

### Timeline Expectations

- **Initial Response:** 1-2 weeks
- **Decision:** 4-8 weeks
- **Implementation:** 2-4 weeks
- **Total Process:** 2-4 months

## When to Seek Professional Help

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Consider professional data removal services if:

- Multiple removal attempts have failed
- Your company appears across numerous platforms

- Legal expertise is needed for complex cases
- Time constraints require accelerated processing
- Ongoing monitoring and prevention is needed

Professional services typically achieve higher success rates and faster resolution times through established relationships and legal expertise.