

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.



Remova.org

Panjiva Data Removal - Complete Guide

Understanding Panjiva's Data Collection

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

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

- 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

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

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

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

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

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.