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ImportGenius Removal Guide

Zoominfo Trade Data Division

Platform Removal Guides

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Platform Overview

ImportGenius is Zoominfo's trade intelligence platform that provides:
- US import/export records
- Supplier and customer identification
- Competitive intelligence reports
- Supply chain mapping
- Market analysis tools

Data Sources

ImportGenius aggregates data from:
- US Customs and Border Protection (CBP)

- Port authorities
- Partner databases

Business Impact of Exposure

Competitive Risks:
- Competitors can identify your suppliers and poach them
- Your pricing strategies become visible through shipment values
- Market timing advantages disappear when competitors track your activities
- New product launches get spoiled by leaked supplier information

Removal Procedure

Step 1: Data Discovery

1

Visit **importgenius.com**

2

Search for all company name variations:

- Full legal name
- DBA names
- Abbreviations
- Subsidiary names

3

Document all findings with screenshots

4

Note specific data types (shipments, suppliers, customers)

- Legal business name and EIN
- All trade names and DBAs
- Business registration documentation
- List of specific data to be removed
- Screenshots of current exposure

Step 3: Submit Privacy Request
Contact Method: Online privacy form or email
Website: importgenius.com/privacy
Email: privacy@zoominfo.com

Request Template:
```

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

Dear ImportGenius Privacy Team,

Under the California Consumer Privacy Act (CCPA) and applicable data protection regulations, I request immediate removal of all data related to [Company Name] from your platform.

Company Information:
- Legal Name: [Full Company Name]
- EIN: [Tax ID if applicable]
- Trade Names: [List all DBAs]
- Business Type: [Corporation/LLC/etc.]

Data Removal Request:
Please remove ALL data including:
- Import/export records
- Supplier relationships
- Customer information
- Shipment details
- Company profiles
- Analytics and reports

Legal Basis:
This request is made under:
- California Consumer Privacy Act (CCPA)
- General Data Protection Regulation (GDPR) if applicable
- Right to deletion/erasure

Please confirm receipt within 5 business days and complete removal within 30 days. Provide

Regards,
[Name]
[Title]
[Company]
[Contact Information]
```

Step 4: Follow-Up Protocol

Day 5: Email confirmation of receipt

Day 15: Status update request

Day 30: Verify completion and request proof

Day 45: Escalate if not resolved

Step 5: Verification Process

1

Search platform again for your company

2

Verify all profiles are removed

3

Check that supplier/customer data is cleaned

4

Test various search terms and name variations

5

Screenshot clean results for records

Escalation Procedures

If ImportGenius doesn't comply:

Level 1: Zoominfo Corporate Privacy
- Email: privacy@zoominfo.com
- Phone: 1-866-904-9666

Level 2: Legal Department
- Email: legal@zoominfo.com
- Reference: Data Subject Rights Request

Level 3: Regulatory Complaints
- California Attorney General (CCPA violations)
- State data protection authorities

Platform-Specific Considerations

ImportGenius Features to Address:
- **Company profiles**: Full removal required
- **Shipment tracking**: Historical data deletion
- **Supplier networks**: Relationship mapping removal
- **Analytics dashboards**: Exclusion from all reports
- **API access**: Ensure data not available via API

Timeline Expectations

- **Initial response**: 5-10 business days
- **Data processing**: 15-30 business days
- **Full removal**: 30-45 business days
- **Verification**: Additional 7-14 days

Success Metrics

✅ Company search returns no results
✅ Supplier/customer relationships are hidden
✅ Historical import/export records removed
✅ Company excluded from all analytics
✅ API queries return no data

Monthly Monitoring:
- Search for company reappearance
- Check new data hasn't been added
- Monitor for policy changes

Quarterly Review:
- Comprehensive platform audit
- Update removal requests if needed
- Document compliance status

Important Legal Notes

- **Data retention**: ImportGenius may retain some data for legal compliance
- **Third-party sharing**: Request disclosure of data sharing partners
- **Reindexing**: New data may appear if business continues importing/exporting
- **Backup systems**: Confirm deletion from all backup and archival systems

Documentation Requirements

Keep detailed records of:
- All correspondence with ImportGenius
- Screenshots of data before and after removal
- Confirmation emails and removal certificates
- Timeline of all interactions
- Any compliance issues or delays