



ZoomInfo Plugin for Salesforce: Technical Specifications

WHAT DATA IS SENT FROM SALESFORCE TO ZOOMINFO?

ZoomInfo examines standard fields within the Lead, Account, and Contact objects in an effort to provide a person or company match, returning to you the related demographic and firmographic information from the ZoomInfo database. These input parameters are inflexible and cannot be adjusted.

LEAD

- First Name
- Last Name
- Company Name
- Email Address

CONTACT

- First Name
- Last Name
- Company Name
- Email Address

ACCOUNT

- Company Name
- URL

HOW & WHEN IS DATA SENT FROM SALESFORCE TO ZOOMINFO?

On page load of a Lead, Account, or Contact record within SFDC an API call is executed from Salesforce to ZoomInfo transmitting the input parameters indicated above via SSL encryption as a means of protecting your data. Movement of data throughout the process is automated to ensure the data goes only where intended. ZoomInfo Data Services personnel are trained on data security and sign confidentiality agreements as a condition of employment.

DOES ZOOMINFO RETAIN MY SALESFORCE LEAD, ACCOUNT, OR CONTACT DATA?

ZoomInfo does not explicitly retain your data, although a log entry is recorded in our API request logs and also stored in our reporting database referencing the data submitted through the API. All data is encrypted both in transit and at rest. Data is transmitted, processed, and stored in Google Cloud. Our reporting database is password protected.

WHO HAS ACCESS TO THE SALESFORCE DATA ZOOMINFO RETAINS?

The only users with access to database information (confidential and otherwise) are those whose job it is to manipulate the data to provide services to the customer, or to ensure the proper operation of the system in question. (OS administrators, for example, and database administrators have access, but are bound by their confidentiality agreement). Data in scope is never available for public access and will never be shared with any third parties.

HOW DOES DATA GET ADDED FROM ZOOMINFO TO SALESFORCE?

Once the ZoomInfo API processes the input parameters according to the SSL request, an XML file is sent back to Salesforce using that same encryption. Salesforce then takes and parses this XML file mapping the API response to the relevant fields in your Salesforce instance according to the customer's predefined mapping schema as configured in the out-of-the-box installation.

Additional Resources

Link to ZoomInfo Privacy Center: <http://www.zoominfo.com/business/about-zoominfo/privacy-center>