

GENERAL DATA PROTECTION REGULATION

This page is here to give you an overview of the sources that ReachStream utilizes to collate data that's meant for our clients. The term 'Personal Data' refers to the relevant information of individuals (Data Subjects) who are identifiable or are identified due to their real existence. You will also understand as a Data Subject how you can choose to discontinue or opt-out from our collective archives.

SYNOPSIS OF REACHSTREAM'S BUSINESS AND DATABASE

ReachStream is a B2B Company that provides marketing solutions like, Account Based Marketing, Marketing Automation, Lead Enrichment, and Digital Marketing services. We have an online platform for our clients to select and purchase B2B databases under three categories namely: **Company**, **Contact** and **Location**. Each category has a set of custom filters, which are as follows: **Company database** has 5 filters- Company name, Company Type, SIC code, Annual Revenue, No. of Employees; **Contact database** has 3 filters- First Name, Last Name, Job Title; **Location based data** has 5 filters- Region, Country, State, City, Zip Code.

YOUR DATA

The data that we have may include some details related to your official profile; they do not consist of any information based on your personal life. They only comprise of business data like: First name, Last name; Company or Employer name; Official email address and may also include phone numbers in very rare cases. However, we do not keep an account of the confidential data.

HOW REACHSTREAM SOURCES DATA

B2B databases in our archives are derived from public sources and algorithm-based techniques. We refer to the World Wide Web for mining publicly available information; we also source B2B databases from third party data provider companies who collect data using similar methods. Our database also comprises of those email addresses based on patterns of email ID formats. [For example, connect@reachstream.com]

OPT-OUT WHENEVER YOU WANT

You can choose to opt-out from our databases at any point and the process for doing so has been mentioned in the next section. We do not breach your elected decisions by disposing of your personal information from our data repository. You reserve the right to prevent your personal information from being shared through our database, but rarely do we chance upon cases wherein the 'Data Subject' decides to opt-out. However, if you are contacted by any of our buyers even after opting out, then, you can check their Privacy Policy and website, and request them to remove you from their company or contact database.

OPTING-OUT PROCEDURE

You do not need to experience a lengthy process involving excessive paperwork in order to opt-out of our database. Simply visit our Privacy Policy Page [Click here](#).

COMPANY PRIVACY POLICY

The link given here [Click here](#) will redirect you to our Privacy Policy Page. You can visit this page for detailed information on Personal Data or to learn how to opt-out of our database.

FOR MORE INFORMATION ON REACHSTREAM AND GDPR

Kindly visit our GDPR FAQs page or email us at [connect@reachstream.com] for more information.