



# Sustainability Report 2021

DATE

February 2022

# Forward-Looking Statements

This report contains “forward-looking statements” within the meaning of the federal securities laws. Forward-looking statements include all statements that are not historical facts. In some cases, you can identify these forward-looking statements by the use of words such as “anticipate,” “believe,” “can,” “continue,” “could,” “estimate,” “expect,” “forecast,” “goal,” “intend,” “may,” “might,” “objective,” “outlook,” “plan,” “potential,” “predict,” “projection,” “seek,” “should,” “target,” “trend,” “will,” “would” or the negative version of these words or other comparable words. These forward-looking statements include, but are not limited to, any statements regarding ZoomInfo’s plans for growth, and customer or market growth, including our estimated total addressable market (“TAM”). Such forward-looking statements are subject to various risks, uncertainties, assumptions, or changes in circumstances that are difficult to predict or quantify. Accordingly, there are or will be important factors that could cause actual outcomes or results to differ materially from those indicated in these statements. These factors include but are not limited to those described under “Risk Factors” in ZoomInfo’s most recent Annual Report on Form 10-K or subsequent filings with the Securities and Exchange Commission (“SEC”). Such factors may be updated from time to time in ZoomInfo’s periodic filings with the SEC, which are accessible on the SEC’s website at [www.sec.gov](http://www.sec.gov). These factors should not be construed as exhaustive and should be read in conjunction with the other cautionary statements that include such filings. ZoomInfo undertakes no obligation to publicly update or review any forward-looking statement, whether as a result of new information, future developments or otherwise, except as required by law.

For purposes of this report, the following definition of TAM is applied:

1. We calculated our TAM at IPO by estimating the total number of companies by employee size for companies with 1,000 or more employees (enterprise), companies with 100 to 999 employees (mid-market), and companies with 10 to 99 employees (SMBs) and applying the ACV to each respective company using internally generated data of actual customer spend by company size. The aggregate calculated value represents our estimated TAM. Data for numbers of companies by employee count is from our ZoomInfo platform that we have identified as relevant prospects for our platform. The ACV applied to the specifically identified number of companies by employee size is calculated by leveraging internal company data on current customer spend, which is concentrated on sales and marketing use cases today. For our companies with 1,000 or more employees, we have applied the average ACV of our top quartile of customers with 1,000 or more employees, who we believe have achieved broader implementation of our platform across their organizations. For companies with 100 to 999 employees and companies with 10 to 99 employees, we have applied an average ACV based on current spend for our customers in these bands.
2. We estimate our TAM today with the same methodology as per footnote 1 above with the following changes: 1) SMBs sized based on companies 25 to 99 employees, 2) ACV excludes Engage, Everstring and Recruiter as those TAMs are being calculated separately and 3) applying North America and International ACV to applicable company counts by assuming 45% of North America ACV for International enterprise and 75% of North America ACV for mid-market and SMBs.
3. Conversation Intelligence assumes 40% of ACV as per footnote 2 for enterprise, and 100% of ACV as per footnote 2 for mid-market and SMBs; Engage assumes 25% of ACV as per footnote 2 for enterprise, mid-market and SMBs; Data Management assumes 33% of ACV as per footnote 2 for enterprise and mid-market only; Recruiter assumes \$100K ACV for enterprise (50 reps x \$2,000 / rep), \$8K ACV for mid-market (4 reps x \$2,000 / rep), \$2K ACV for SMBs (2 reps x \$2,000 / rep); Chat assumes 25% of ACV as per footnote 2 for enterprise, mid-market and SMBs.
4. Company counts based on ZoomInfo platform as of 5/13/2021; ACV values as of 3/31/2021.

# Letter from the CEO



## Henry Schuck

Founder and CEO

ZoomInfo provides a comprehensive revenue operating system with the data, insights, software, and integrations that transform how businesses and professionals market, sell, recruit, and achieve their growth potential. We believe that the future of sales, marketing, operations, and recruiting is insight-driven, tech-enabled, and personal. The organizations that win will be those that harness data and insights, leverage automation, and engage with prospects and customers through personalized experiences.

We focus on the long-term and make decisions through that lens. We believe that durable revenue growth and profitability is an "and" statement, not an "or" question. Our culture is one of continuous improvement, and we realize the incredible power of compounding when we deliver on our vision of getting one percent better every day. We believe data is the great equalizer. We make informed decisions based on facts and data and promote based on merit. We believe in the power of coaching and continuous improvement and we never settle.


At ZoomInfo, we believe that we can do well and do good. We are committed to high standards of environmental, social, and governance practices. We value diversity in all its forms, we believe in transparency, we cherish the environment, and we strive to be good corporate citizens, giving back to the communities in which we live and work.

With the data and insights in ZoomInfo, we have democratized the sales process — meaning that any person who uses our platform can successfully go-to-market regardless of what they look like, how long they have been a seller, or who is already in their network. We bring our market-leading data and insights to all. We help revenue professionals and companies hit their number based on the merits of the product or service they offer.

We are leading the way forward on data privacy and have enacted clear processes that go far beyond other SaaS companies and surpass any required by law. We proactively provide notification around data collection, and we make it easy for people to see their information and update it or remove it from our database altogether.

Our senior leadership team and our board is made up of experienced and diverse executives from a variety of backgrounds.

Our journey is a marathon, not a sprint. We realize we have more to do in all parts of the organization to live up to the potential and market opportunity before us, and this report is the first step in our sustainability journey.





MISSION

**To unlock the  
growth potential of  
professionals and  
businesses with a  
modern end-to-end  
revenue operating  
system**

# Highlights

In 2021, we formed a cross-functional Sustainability Committee to help us identify Environmental, Social, and Governance (ESG) practices that are the most impactful to ZoomInfo. Our inaugural Sustainability Report reflects a first step in our journey to provide transparency and report on the ESG metrics and practices that define our long-term growth and success. We look forward to continuing the ESG conversation with our customers, people, investors, and communities.

## Together in 2021 we:

### Social

- ✓ Established and met pay parity standards
- ✓ Exceeded \$2 million in donations raised during the company's annual donation drive
- ✓ Signed the CEO Action for Diversity and Inclusion pledge
- ✓ Launched the AAPI Allyship Network  
An employee resource group that celebrates Asian cultural diversity
- ✓ Promoted employee development through new leadership training programs
- ✓ Received numerous workplace awards  
Including Best Company Culture, Best Company for Women, and Best Company for Diversity
- ✓ Signed the Hispanic Promise  
A commitment to celebrate Hispanic heritage
- ✓ Launched ZI Wellness  
An employee resource group that provides health and wellness support
- ✓ Launched ZI Caregivers  
An employee resource group that supports caregivers' well-being

### Governance

- ✓ Eliminated super-voting stock
- ✓ Received TrustArc GDPR validation
- ✓ Launched the first ever Business Contact Preference Registry
- ✓ Completed first year of SOX controls evaluation and concluded effective controls
- ✓ Received ISO 27001 certification

### Environment

- ✓ Initiated an environmental impact assessment
- ✓ Prioritized cloud vendors based on carbon impact
- ✓ Doubled LEED-certified square footage

# About ZoomInfo

ZoomInfo is a leading business-to-business intelligence provider that arms sales, marketing, operations, and recruiting teams with software, data, and insights, allowing them to target the right customer or prospect with the right message at the right time.

**Founded**  
**2007**

**IPO**  
**June 2020**

## Financial Profile

### Revenue

**\$889m**

Annualized Q4 2021 Revenue

### Growth

**59%**

Q4 2021 YoY Revenue Growth

### Profitability

**39%**

Q4 2021 Adj. Operating  
Income Margin

### Cash Flow

**\$347m**

2021 Unlevered Free Cash Flow

## Business Profile

### Total

**>2,700**

Employees

### TAM

**\$70bn**

Estimated TAM<sup>(1)</sup>

## Retention

**116%**

FY 2021 Net Revenue  
Retention Rate<sup>(3)</sup>

## Efficiency

**>10x**

LTV/CAC<sup>(2)(4)</sup>

## Customers

### Total

**>25,000**

Paying Customers<sup>(2)</sup>

### Large

**1,452**

Customers w/ >100k ACV<sup>(2)</sup>



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Efficiency is at the heart of ZoomInfo because it minimizes waste, expense, and unnecessary effort. However, it is not the goal. The goal is growth. We view efficiency as an important tool that enables scalability, and, in turn, drives sustainable growth, which compounds the return on our efforts over time.

**Cameron Hyzer**  
Chief Financial Officer

# Our Social Responsibility





# ZoomInfo Values

At ZoomInfo, we are invested in the success of our customers, people, and communities. Our social programs focus on unlocking potential by ensuring everyone has the tools, resources, and support they need. We place a strong emphasis on diversity and inclusion, and look to our six company values to guide us.

## We Define New Possibles.

We like to feel uncomfortable in our jobs; this means we are trying new things. We are firm believers in innovation and are willing to take calculated risks. Inspiration comes from all functions of our organization to improve processes and create change. As long as you're working hard, you'll find people here to help you get better, to challenge you, and to collaborate with you. Every day we look beyond what is possible and define a new possible instead.

## We Are Difference Makers.

We push ourselves to be better, to get better, to be the best. We believe that the seven most detrimental words that a company can believe in are "that's the way it's always been done." Every day we strive to be 1% better. We work hard to be the industry leader by making a difference for our customers and we work hard as a business to do good for the communities that we operate in. We want to be the best place to work and the best place to be a customer.

## We Are One Team, One Dream.

We work well together; the phrase "that's not my job" does not exist in our culture. We are collaborative and inclusive when bringing people and ideas together. We will not waste your time on non-value adds. If what you are doing does not add to our company growth or bottom line – stop doing it. We don't have any interest in wasting your talent by burning cycles on bad processes. We recognize often and celebrate our successes.

## We Get Stuff Done.

We strive to make data-based decisions and are not paralyzed by perpetual analysis. We work with bias towards action, delivering results that are good enough as we test, execute, learn, adjust, and repeat. We aim high, not slowing down, knowing that iterating towards our goal makes us the market leader. Paper shuffling is not in our DNA.

## Our Bar is High.

We anticipate our customers' needs before our customers know what they want. We don't stop when they buy our software. Our engineering, data, and product teams work furiously to improve our platform based on customer feedback. Our work ethic doesn't end with our customer; we embed these same behaviors in how we work with each other. It shows in the way we respect each other's time, produce top notch deliverables, and meet deadlines. We know that each of our actions matters and that our determination will drive results. We are a passionate team that builds an unforgettable experience for each customer and for each other.

## We are Customer Focused.

We're constantly thinking about our customers- who they are, what drives them, what they need, and what they want. We anticipate their needs and strive to exceed their expectations at every turn. Our goal is to drive real, game-changing value for each and every customer.



## Platform-Enabled Success

We are proud that we have democratized the sales process, meaning that any person who uses our platform can successfully go-to-market regardless of what they look like, how long they have been a seller, whether they have a country club membership, or who is already in their Rolodex.

Data is the great equalizer and enables buyers to make informed decisions based on facts.

We bring our market-leading data and insights to all; we help all professionals to #HitYourNumber based solely on their merits.



**We believe that the winners of the digital era will be those who leverage data, insights, and automation. ZoomInfo democratizes data so that people win because of what they know, not who they know.**

**Hila Nir**  
Chief Product Officer

## Philanthropic Contributions

We believe that with success comes responsibility – to our customers, our employees, and our communities. When we do well, we have an obligation to do good.

ZoomInfo has sponsored an annual fundraising drive for more than a decade. Proceeds are raised by employees working in teams for the benefit of local youth- and family-focused nonprofit organizations, including the Evergreen Public School Family & Community Resource Center, the Clark County Food Bank, and Cradles to Crayons. In 2021, the company set a new record for the drive, raising over \$2,000,000 which was distributed to 11 organizations. See our [press release](#) to learn more.

In 2021, ZoomInfo also supported the community by donating more than \$600,000 in platform licenses to nonprofits and universities.

Additionally, ZoomInfo Employee Resource Groups are funded with \$100,000 annually to host educational, charitable, and philanthropic events to promote an inclusive workplace and community.

We believe that diversity in our workforce enables us to provide the best experience to our customers. Diversity of ideas and backgrounds helps us to be more innovative and creative, which will drive growth and success over the long term.

We measure the diversity of our workforce across a number of dimensions, including gender, age, and racial background.

It is important to measure diversity in management and executive positions to help foster that creativity, and also provide a welcoming environment for all people.

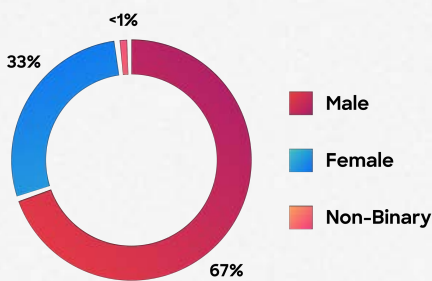
In 2021, we implemented programs to recruit more racially diverse candidates. This resulted in increased diversity at the executive, management, and company levels.

## Number of People:

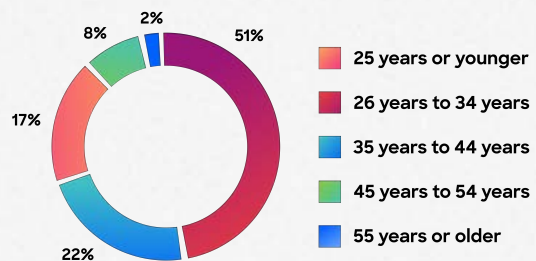
# >2,700

### Company

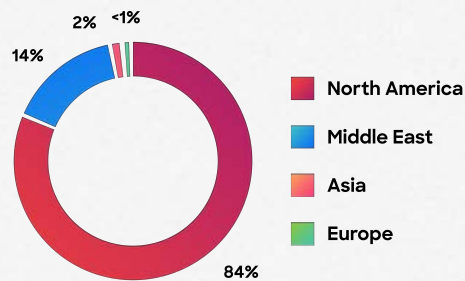
Employee Demographics by Gender



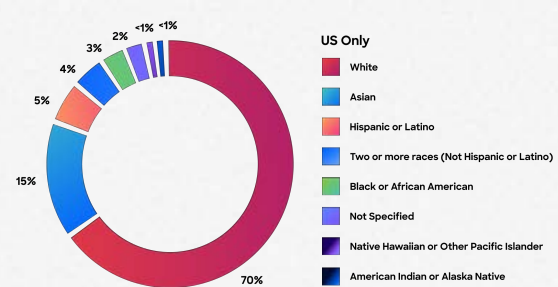
Employee Demographics by Age



Employee Demographics by Location



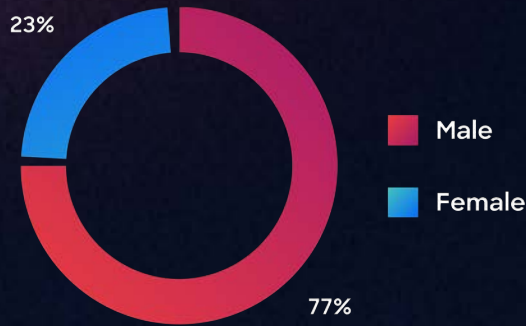
Employee Demographics by Race



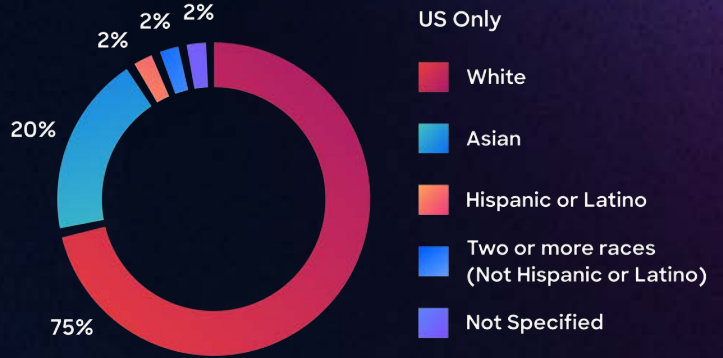
In 2021 minority representation increased by **more than 5%**

## Executive

Executive Demographics by Gender



Executive Demographics by Race

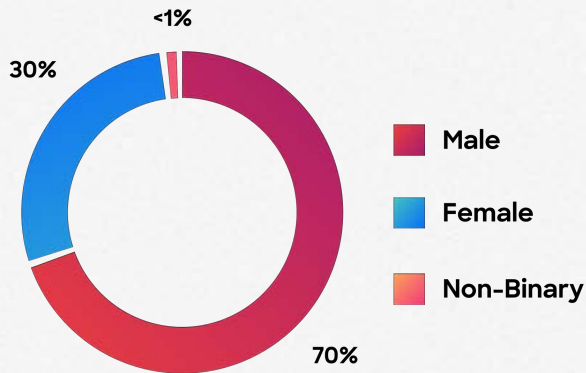


In 2021 minority representation increased by **more than 12%**

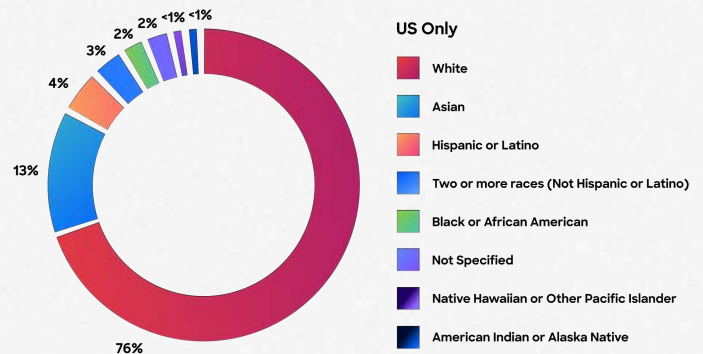
\*Executive is defined as persons holding a vice president role or above.

## Management

Management Demographics by Gender



Management Demographics by Race



In 2021 minority representation increased by **more than 3%**

\*Management is defined as persons holding a managerial role that is below a vice president role.

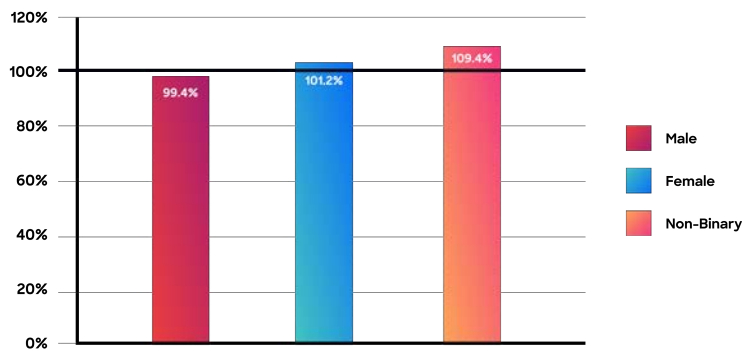


# Pay Parity

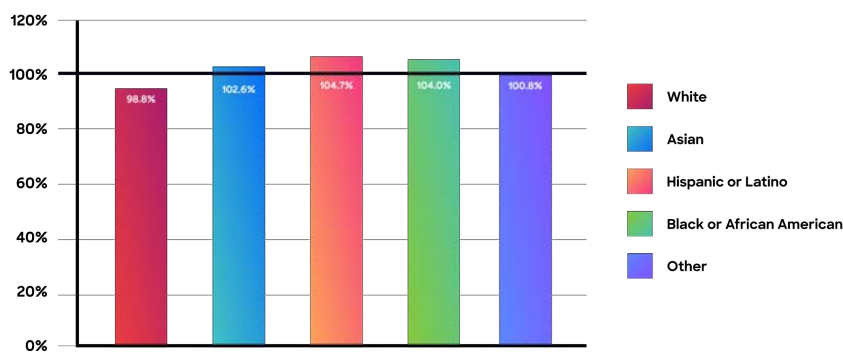
We proactively focus on paying employees fairly and ensuring that individuals are paid equivalently for any role regardless of gender, race, or cultural background. We aim to ensure that men, women, and non-binary employees are paid similarly on average for the same job and are within five percent of each other relative to the benchmark. Likewise, we aim to ensure that employees from all races are also paid similarly on average for the same job and are within five percent of each other relative to the benchmark.

We employ globally recognized survey data to set a salary range for every role at ZoomInfo to ensure that we pay competitively relative to the market. We assess the salaries of every employee relative to the benchmark, which is set at the midpoint of the range for their role.

Gender Benchmark Pay Ratios Relative to Average Across ZoomInfo



Race Benchmark Pay Ratios Relative to Average Across ZoomInfo



A Benchmark Pay Ratio of '100%' indicates an employee is paid at the midpoint salary range relative to the average of all ZoomInfo employees.

\*Source: Benchmark data from Aon/Radford

Additionally, ZoomInfo annually offers restricted stock units through our Annual Equity Planning, with award amounts determined based on individual performance.



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To build the best customer experience in the world, you must build the best workplace. Our secret is simple: we are proud of our people and are dedicated to their success.

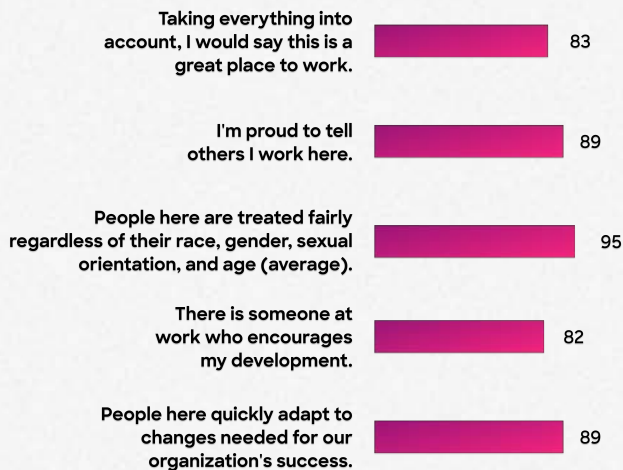
**Alyssa Lahar**  
Chief Human Resources Officer

## Compensation and Benefits

We reward success with competitive compensation, annual bonuses based on both company and personal performance, 100% participation stock equity plans, matched retirement plans at 50% of the first 7% contributed, unlimited paid time off, paid parental leave and support, and pet insurance. We also offer comprehensive health benefits, including mental health, fertility, gender reassignment coverage, employee assistance program counseling, and a no-cost wellness app called Virgin Pulse.

## People Experience Survey

At ZoomInfo, we regularly survey our people to anonymously capture their feedback and provide a space to describe their workplace. We believe listening builds trust, reduces misunderstanding, enhances productivity, and allows us to use data to make the best decisions for all.



\*2021 Great Places to Work Survey



### Great Place to Work

Our focus on our people has led to our fifth consecutive Great Place to Work certification.

# ZoomInclusion Employee Resource Groups

The mission of ZoomInclusion is to create a sense of belonging for all employees. ZoomInclusion takes an active role in focusing on the equity, advancement, and empowerment of underrepresented communities. Over 30% of our team actively participates in one or more ZoomInclusion group.

**Zoom in Color** cultivates fresh ideas to build a pipeline to, recruit, retain, and professionally develop Black professionals. We work to create honest spaces to elevate the importance of community while celebrating our individuality. Zoom in Color builds confidence in our employees to inspire us all to live authentically and advance professionally.

**ZoomInfo Pride** fosters an environment that encourages positive diversity of lesbian, gay, bisexual, trans, queer, and + individuals. In doing so, this group furthers the advocacy, mentorship, and education of identifying individuals in the workplace; with a focus and determination that all people either gay or straight understand the history, accomplishments, and talents of these communities.

**ZoomInfo Women's Initiative Network** works to increase the representation and advancement of women in all roles at ZoomInfo, through professional and personal development. We are dedicated to motivating one another and creating a space that gives women the courage to discuss and solve issues that impact them specifically. Together, we create an environment that educates others and mobilizes advocacy company-wide.

**ZI Wellness'** mission is to create a safe space for personal growth and to have personal needs met by providing resources and breaking down the stigma surrounding mental, emotional, and physical health.

**ZI Zulu Mike Foxtrot's** mission is to connect and construct relationships for past, present, and future service members of any global Armed Forces. This group provides resources, fellowship and military-themed events to improve company and community atmosphere. ZoomInfo Military and Family supports diversity and leads by example, in a group with mixed backgrounds but identical experiences.

**Asian Americans and Pacific Islanders (AAPI) Allyship Network** celebrates Asian cultural diversity, raises awareness surrounding violence and discrimination currently faced by the AAPI community, and creates a safe space for AAPI employees to connect with each other and share their experiences.

**ZI Caregivers** provides support for employees who are caregivers, which can include parents, people who take care of elderly relatives, and other caregiving situations. Our goal is to raise awareness of the challenges facing caregivers and advocate for solutions that can help improve their well-being at ZoomInfo.



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**In diversity and inclusion, we believe that allies must raise their hand and drive change, instead of asking the unrepresented to stand. We see the issue, own the problem, and won't pass responsibility.**

**Prasadh Cadambi**

Chief Accounting Officer and Senior Vice President, Finance



## Hiring Diversity

By onboarding a dedicated diversity recruiter, we were able to lay the foundation and ensure our talent pools consist of diverse candidates. This role is imperative as it ensures we have open connections within the community.

In 2021, ZoomInfo signed the Hispanic Promise, a public pledge to hire, promote, develop, and retain Hispanic and Latino talent to better reflect the population. This promise represents a commitment to celebrate Hispanic heritage and to create a more diverse, equitable, and inclusive environment, where employees feel they are supported and belong.

## Black Leadership Strategy

We set out to implement a Black Leadership Strategy that empowers colleagues of color through:

- Individualized coaching to all Black employees interested in pursuing management;
- Creating an individual development plan focused on career mobility for every Black employee.

## Champion Program

Our goal is to create a world-class onboarding experience that reflects our values and culture. Champions are new-hire onboarding buddies who exemplify ZoomInfo values and facilitate an opportunity to develop both personally and professionally through a less formal channel.



**The two most important things we do at ZoomInfo are hiring well and developing leaders. The best leaders are secure enough to build up someone who is better than them. It's amazing to watch, and it's the only way to sustainably scale.**



**Chris Hays**  
President and Chief Operating Officer

**>40%**

greater Black representation across our sales organizations than our SaaS peers

**>35%**

greater Black representation across our R&D organizations than our SaaS peers

**>10%**

greater Hispanic representation across our sales organization than our SaaS peers

**>70%**

greater Black representation across our sales managers than our SaaS peers

\*Source: Benchmark data from Mercer

We define new possibles not only for our customers, but also our employees. Our talent mission is to ensure the best and brightest people choose to be part of ZoomInfo and (most importantly) choose to build a rewarding career here.

## Developing Leaders

ZoomInfo has established a rich learning, performance, and engagement ecosystem. Each year, we deliver a cadence of trainings and activities, including:

- An onboarding program that supports our people's integration into the organization, including orientation sessions, trainings, technical boot camps, and enrichment activities
- A diverse toolbox of 360 self-assessment tools that help employees better understand their behaviors, skills, and growth areas
- A yearly performance management routine that includes formal goal setting, individual development planning, and annual reviews
- A strong commitment to career development, including competencies, guidance for career latticing, and programs that support effective feedback and coaching conversations
- A talent planning and succession planning program, including assessments with a commitment to performance calibrations
- Soft skills training programs ensuring our people have the right tools and approaches to succeed in their day-to-day work
- Self-service videos and modules with thousands of diverse titles/topics including technical, communication, teaming, and leadership
- A strong learnings management system and people development tech stack
- Leadership development program that supports a broad audience of emerging managers and functional leaders including trainings, roundtable discussions, and peer learning opportunities, spanning multiple levels
- Access to professional, third-party coaches, and expert industry mentors
- Multiple programs that strengthen engagement, retention, and opportunities in the leadership pipeline for women and diverse populations
- Ongoing engagement surveys and pulse checks with companion initiatives that ensure our people feel heard and part of ongoing improvements

# 2.5x

the career mobility  
of our SaaS peers

### Career Mobility

In our sales organization, the majority of new hires are recent college graduates in their first or second job. We believe in recognizing success and promoting internally, with over half of our Account Executives moving through our internal development programs within one year.

ZoomInfo can grow faster because of this hiring escalator model. We view efficiency as being able to drive more efficiency.

\*Mobility is measured as vertical or horizontal movement between jobs

\*Source: Benchmark data from Mercer

# 80,051

Number of hours invested in  
training and people

# People Recognition

At ZoomInfo, we build each other up and celebrate together. We have channels specifically dedicated to calling out great performers in real time, and every week the CEO sends an all-employee communication called Weekly Wins. Two distinct recognition programs celebrate achievements on a daily and quarterly basis.

“Kudos” is our intranet-based recognition program that enables our employees to give a public shoutout to a colleague at any time.

Our Zoomie awards recognize three outstanding performers in each major department at our quarterly all-hands meetings.

# Workplace Awards

We are honored to have received **over 20 awards** celebrating our workplace, culture, diversity, and teams.





# Our Governance Responsibility

# Privacy and Control



## Anthony Stark

General Counsel

ZoomInfo strives to be a privacy-first organization. We are proud to have implemented privacy practices that we believe go above and beyond merely what is required. We believe that the protection of individual privacy is fundamental, and we know it is essential to our customers.

The global privacy regulatory landscape is complex and constantly changing, but it is always rooted in the core principles that guide us: to provide individuals with transparency into and control over how personal data about them is used.

Our first goal is 100% transparency with how we process personal information. Key to this is our global notice program. Starting in 2017, before the European Union’s General Data Protection Regulation (or “GDPR”) came into effect, we built a system of providing automated privacy notices to all of our EU-based contacts. We were one of the first, if not the first, business-to-business data companies to do this. Since that time, we have expanded that notice program globally. Now, regardless of location, every emailable contact in our database receives a detailed privacy notice telling them who we are, what kind of information we are collecting and processing, what their rights are, and how they can exercise those rights.

The second piece is control. We have a fully automated self-service privacy center to allow any individual to see if they are in our database, learn what information we have about them, and correct their information if they choose, or opt out entirely. Individuals opting out may request to have their privacy preferences made available to other data providers through our Business Contact Preference Registry (the “BCPR”). Other data companies that participate in the BCPR agree to discontinue the sale of the personal information of any individual who has opted out through the registry.

We believe our privacy approach can be expanded globally and also can anticipate new privacy laws that we might encounter in the future because it is rooted in these core principles.

Additionally, we continually strive to provide more control to our customers and more capabilities to streamline their own processes for honoring consumer privacy requests, including making opt out data available through our product integrations and allowing customers to filter data based on relevant criteria and implement internal suppression lists.

**>60M**

privacy notices were delivered in 2021

**>90%**

of our total emailable universe have been provided notice

**<0.25%**

average opt-out rate for 2021



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**ZoomInfo is a leader in data privacy, compliance, and security. Transparency and control are at the core of our data operations. As we expand, we'll help customers navigate complex data rules and regulations, so they can act responsibly in growing their businesses.**

**Simon McDougall**  
Chief Compliance Officer

## Privacy First

Privacy is core to our platform. ZoomInfo is setting the industry standard for the ethical handling of business-to-business data. We provide our customers with access to helpful tools that give them compliance assurance and control over their information.

## Dedicated Privacy Team

Our team of legal and privacy professionals is tasked with expanding compliance with policies, providing notification to people in our database, processing opt-outs, supporting customers, and monitoring emerging legislation in states, Congress, or internationally.

## Transparency

We only collect the same information typically found on your business card. We send privacy notifications to every contact in our database detailing their rights to access, request, or correct their information, as well as opt-out entirely using our self-serve privacy center.

## Integrity

Our privacy policy and practices have been certified under TrustArc's Enterprise Privacy and Data Governance Practices. We are also certified under EU-U.S. and Swiss-U.S. Privacy Shield Frameworks and a registered Data Broker in California.

Visit our [privacy center](#) to learn more.



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**ZoomInfo puts the individual in the driver seat, lets them optimize their experience, and be confident in what information about them is being collected and how it is being processed. This open and dynamic exchange of information, subject to strong and reliable privacy controls, facilitates a much more diverse and inclusive digital economy.**

**Derek Smith**  
Chief Strategy Officer



# Privacy First

We are focused exclusively on business information, such as a person’s workplace, job title, work email, and work phone number. The kind of information people put on a business card, email signature block, or company webpage. We don’t collect sensitive private information. Many privacy laws expressly exclude business contact information or are drafted to only regulate personal consumer data in a household capacity.

## How We Collect Data

We collect data in three ways. First, we programmatically extract information from publicly available sources such as websites, press releases, and news articles. Second, we have a data training lab full of in-house researchers who manually gather and update information through internet and telephone research and train our data collection algorithms. And third, we have a contributory network, where customers of our community edition share business contacts with us. Customers contribute data so that we can research and verify their contacts and thereby improve the quality of the database for all our users; and our free version users exchange contacts for limited access to our platform.

See our [privacy policy](#) to learn more.

## Data Protection

ZoomInfo is a security-first organization committed to protecting our information from intentional or unintentional misuse. This includes customer, partner, vendor, and other third-party information.

In this spirit, ZoomInfo is proud to have implemented a robust Information Security Management System (“ISMS”) that meets the strict guidelines of the ISO 27001 Standard. We have also earned AICPA’s SOC2 attestation regarding the security, availability, and confidentiality controls around our services. Our ISMS includes within it the Risk Management program formally based on the ISO 31000 Risk Management Framework.

See our [security overview](#) to learn more.



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Collecting data is easier than ever, which makes the real problem hard. The big thing is how to systematically cleanse 99% of the chaos 24/7 and keep bad things from happening.

**Nir Keren**  
Chief Technology Officer

# Corporate Structure

## Shareholder First Corporate Governance

In 2021, our board of directors unanimously approved, and the company completed, changing the corporate structure. We eliminated super-voting stock and moved to a single stock class, which provides all shareholders with one vote for each share. Now all shareholders have equal voting rights.



**Simplified  
Corporate  
Structure**



**Beneficial Tax  
Treatment and  
Increased  
Cash Flow**



**Increased M&A  
Flexibility**



**Eliminated  
Super-Voting  
Stock**

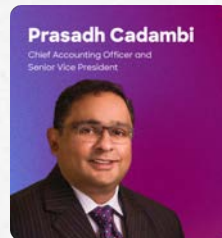


**Broader Index  
Ownership  
Potential**



**Reduced  
Reporting  
Complexity**

See our [press release](#) to learn more.



## Executive Leadership

We believe that diversity builds strength, fosters innovation, and allows us to see the clearest picture of the world. Our executive team brings together diverse skill sets, experiences, and backgrounds to execute against a fragmented and nascent industry.










See our [leadership bios](#) to learn more.






# Board of Directors

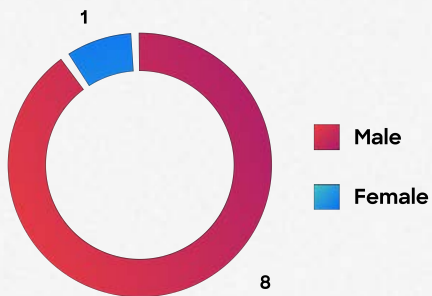
Our board of directors is made up of experienced and diverse executives from technical leadership backgrounds across software, privacy, finance, and legal industries.

See our [corporate governance documents and charters](#) and [leadership bios](#) to learn more.

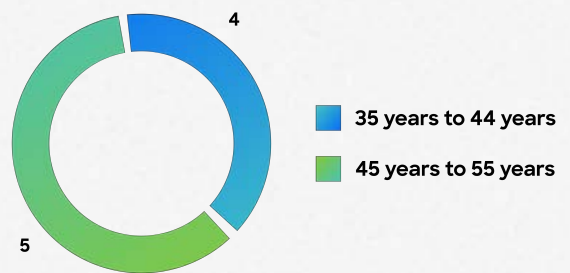
	Audit Committee	Compensation Committee	Nominating and Corporate Governance Committee	Privacy, Security, and Technology Committee
Henry Schuck 				
Todd Crocket				
Mitesh Dhruv				
Keith Enright				
Ashley Evans				
Mark Mader				
Patrick McCarter				
Jason Mironov				
Randall Winn				

 Chairperson     Member     Chairperson of the Board

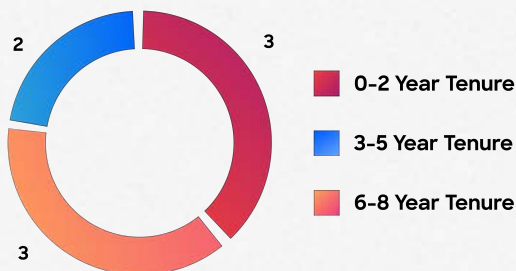
Board Demographics by Gender



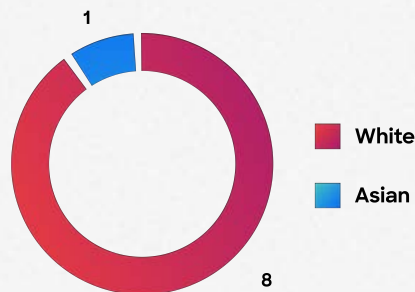
Board Demographics by Age



Board Demographics by Tenure



Board Demographics by Race



Approximate affiliate tenure of non-employee directors as of 12/31/2021

# Our Environmental Responsibility

# Environmental Responsibility

At ZoomInfo, we believe that it is our responsibility to operate sustainably and to invest in a better future. While we are proud of the conservation and contributions that we have made, we are just getting started!



## Data Centers

To mitigate the impact of our data center footprint, we leverage hyper-efficient carbon-neutral cloud computing to operate the vast majority of our platform globally. In 2021, we shifted the mix of our cloud vendors to prioritize carbon neutrality.



## Avoided Emissions

ZoomInfo's platform digitizes the go-to-market motion, which inherently reduces required business travel for ZoomInfo's more than 2,700 people and more than 25,000 customers. This fundamentally reduces our carbon footprint and the carbon footprint of our customers.



## Facilities

With 12 offices in the United States and Israel, over 70% of our square footage is "Gold" Leadership in Energy and Environmental Design (LEED) certified. LEED certification is an important component in the selection and validation of future sites.



## Conservation

Globally, we have gone paperless. A near-zero paper office limits deforestation, saves resources, improves transparency, and increases security. Additionally, we partner to keep machines out of landfills. The majority of our used electronics are repurposed to provide for those who would not otherwise have access, which helps close the digital divide.



**At ZoomInfo, we have an incredible team of difference makers who work hard to catalyze innovation and develop more sustainable processes. We believe that this constant focus is what makes us successful.**

**Chetna Mahajan**  
Chief Information Officer



# Future Initiatives

The last year has been incredible for ZoomInfo, and we continue to invest across the business to sustain this momentum. We believe that these goals will help us align our focus, work as a team, hold ourselves accountable, and measure our success.

## Together, we will:

### Social

#### Short-term (2022-2023)

- Implement DEI framework
- Launch Employee Stock Purchase Plan
- Donate more than \$500,000 in platform licenses to non-profits and universities

#### Long-term (2023+)

- Formalize Corporate Social Responsibility framework 2025 strategic plan

### Governance

#### Short-term (2022-2023)

- Conduct a Stakeholder Materiality Assessment

#### Long-term (2023+)

- Increase board diversity

### Environment

#### Short-term (2022-2023)

- Implement standardized reporting framework  
Measure and report carbon emission
- Increase facilities' LEED square footage

#### Long-term (2023+)

- Implement carbon emissions management program



# Let's create the future together.

Small, consistent improvements over time can create remarkable change. We will work to get 1% better every day for our customers, people, investors, and communities, creating a sustainable business.

Please visit our [sustainability](#) page to learn more about our work and to receive updates.