Pearl Diver

Privacy & Security Overview

This document provides an overview of Pearl Diver's commitment to privacy and security. Dive into our approach to compliance, customer recommendations, data handling, and robust infrastructure to ensure peace of mind. Trust us to safeguard your data and enhance your privacy posture.

Adherence to Privacy Legislation

Compliance and Cookie Management

Overview:
- Pearl Diver stands fully compliant with the California Privacy Act (CCPA), California Privacy Rights Act (CPRA), and similar legislation across various states. This commitment ensures that your data is handled with utmost care and in accordance with legal standards.

Exclusivity:
- Our platform is exclusively utilized by customers with United States-based websites. This means that the data provided will only include visitors from the United States, aligning with regional privacy regulations.

Visitor-Controlled Cookies:
- Visitors to our website have the power to manage their cookies at any time. This includes the ability to explicitly opt-out, request deletion of their data, or discover what information is being collected about them. Our consent management platform provides a user-friendly interface for these controls, reflecting the commitment to user privacy.

Privacy Policy:
- Our Privacy Policy is a dynamic document that aligns with the latest global legislation. It is regularly updated to reflect changes in privacy laws and to ensure clarity regarding how your data is handled.

Customer Privacy Best Practices

Recommendations and Policy Inclusions

Installation of Consent Management Platform:
- We strongly recommend our customers install a consent management platform on their website. While we don't endorse specific products, examples like CookieBot, CookieYes, and Osano are cited to guide users in making informed choices tailored to their needs.

Privacy Policy Requirements:
- Our recommendation extends to the privacy policies of our customers. We require that their policies explicitly include information gathered via Black Pearl Diver, outlining how it is used and with whom it is shared. If a comprehensive review or a new Privacy Policy is needed,

Pearl Diver

- … we provide guidance on essential elements such as types of personal data collected, purpose of collection, data storage and retention, data sharing, user rights, data security measures, and processes for updating the privacy policy.

Understanding Legislation:

- Beyond compliance with the California acts, we encourage our customers to familiarize themselves with the CAN-SPAM (Email Marketing) and TCPA (Telephone Consumer Protection Act) legislations. This knowledge is crucial, especially when reaching out to leads identified through Black Pearl Diver, ensuring alignment with federal laws.

Legal Compliance and Recommendations
CAN-SPAM, TCPA, and Beyond

CAN-SPAM and TCPA Legislation:

- To ensure compliance with federal laws, we recommend a thorough understanding of CAN-SPAM and TCPA legislation. This is especially pertinent when engaging with leads identified through Black Pearl Diver.

Email Best Practices:

- For emails, we advise our customers to incorporate unsubscribe options, relevant subject lines, and legitimate physical and From: email addresses. These practices not only enhance compliance but also contribute to building trust with recipients.

Phone Call Guidelines:

- When it comes to phone calls, we offer guidance on aspects such as the

- … recommended time of day, details to provide in the introduction, and limitations on automated calls. Following these guidelines contributes to a respectful and compliant approach to telephone communications.

Data Handling with Pearl Diver
Transparent and Secure Data Tracking

Data Tracking Process:

- Pearl Diver employs a data tracking pixel, a small piece of code installed on a customer's website. This pixel gathers anonymized metadata about the browser session, which is then matched against an identity graph and enriched with data from our data cooperative partnerships.

First-Party Consented Data:

- All data obtained from the data cooperative is first-party consented data. This ensures that the data collected is obtained with the explicit consent of the individuals involved, aligning with ethical data practices.

Verification Steps:

- Multiple verification steps are taken, including the removal of any non-U.S. based data or data that can identify someone who has opted out. This ensures the accuracy and integrity of the data accessed via our Black Pearl Diver application.

No Sensitive PII:

- It's important to note that Pearl Diver does not gather sensitive Personally Identifiable Information (PII), emphasizing

Pearl Diver

- ... our commitment to responsible data handling.

Further Information:
  - Additional details about how Pearl Diver works and the data we capture can be found in our **Pearl Diver FAQ**, providing transparency and insights into our processes.

Infrastructure, Security, and Support
Robust Infrastructure for Unparalleled Security

Application Hosting:
- Pearl Diver application is fully hosted within the Microsoft Azure cloud platform, ensuring a reliable and secure environment for data processing.

Security Measures:
- Rigorous security measures are in place, including code scanning for vulnerabilities, third-party penetration tests, and encryption of data both in transit and at rest.

High Availability:
- Pearl Diver application boasts an impressive 99.998% uptime, with primary and disaster recovery (DR) regions strategically located in West USA, East USA, and Central USA.

Certified Data Centers:
- All utilized data center facilities are SSAE16, ISO 27001, and SOC II certified, providing assurance of stringent security and operational controls.

Ongoing Monitoring and Support:
- Continuous monitoring by dedicated internal teams ensures the application and underlying infrastructure are supported 24/7.
- On-call support is also available around the clock for any urgent inquiries, providing our users with peace of mind.

Have Questions or Need Further Information?

Contact Information

Email: hello@pearldiver.io
Website: pearldiver.io

Feel free to connect with us anytime. Your privacy matters to us, and we're dedicated to providing the support you need.