# C E R T I F I C A T E

## no. 432/23

ePrivacyseal GmbH

Große Bleichen 21, 20354 Hamburg, Germany

hereby certifies* that

as determined in the certification decision of 20 January 2023

**Lusha Systems Inc.**

800 Boylston Street, Suite 1410, Boston, MA 02199, United States

as a controller in the sense of art. 4(7) GDPR

operates its product or service

**„Prospecting Platform" and "Integrations"**

version 10/10/2022

as defined in annex 1 and to the exclusion of the processing activities in annex 2 to this certificate.

final audit day: 20/01/2023

next planned monitoring by 19/01/2026

period of validity: 20/01/2023 – 19/01/2026

The certification decision takes place under the validity condition described in Annex 3

and in conformity with the criteria catalogue of ePrivacyseal GmbH, version 3.0 of May 2022.

*ePrivacyseal GmbH is not an accredited certification body within the meaning of art. 42(5) GDPR.

**Annex 1 to certificate no. 432/23**

**Definition of processing activities**

Lusha is a lead management software that helps businesses retrieve contact details of potential customers from various websites, capture lead information, interact with customers or applicants and improve overall conversion rates. Marketers can update contact lists, accounts or leads in bulk in Salesforce using user-defined rules, gain insight into ideal customer profiles based on closed deals and optimise lead scoring or routing processes.

Lusha allows companies to create user-defined data collection forms, including fields for company size, location and designation, to capture lead information and add it to company websites as pop-ups or self-hosted forms. Administrators can receive notifications of new leads, create contact lists and export them in CSV format, and assign credit limits between team members. The web browser extension for Firefox, Google Chrome and Edge allows recruiters, salespeople and marketers to pull contact information from Gmail, LinkedIn and other websites or social media platforms.

Lusha helps companies collect information on potential customers in compliance with the GDPR and CCPA (California Consumer Privacy Act) guidelines or regulations. The software also integrates with various third-party systems, including Outreach, Pipedrive, Salesforce and HubSpot.

The planned certification covers Lusha's Prospecting Platform and Integrations solution. The services are designed to help the business users (e.g. HR professionals, B2B professionals, and sales professionals) validate and verify contact information and find the business details they seek in order to interact with relevant contacts, through access to business profiles retained in Lusha's B2B database.

**Annex 2 to certificate no. 432/23**

**Excluded processing activities**

The following processings are not within the scope of the certification:

- processing of personal data relating to the end users of Lusha's customers
- processing of personal data relating to Lusha's website visitors

**Annex 3 to certificate no. 432/23**

**Validity condition**

The seal is awarded on the validity condition that the lawfulness of the transfer of personal data to a non-EEA country is ensured either by a) an adequacy decision or b) equivalent technical and organisational measures by the applicant that have been approved by the Certification Body.