

Clay Contact enrichment

Contact enrichment refers to the process of adding, supplementing, or updating information about individuals (contacts) in a database by obtaining additional personal data from external sources. This is often done to create more complete profiles for sales, marketing, or analytics purposes.

Examples of Contact Enrichment

- **Appending missing data:** Adding phone numbers, email addresses, job titles, company names, or social media profiles to existing contact records.
 - **Updating outdated information:** Replacing old addresses or job titles with current ones from third-party sources.
 - **Filling in gaps:** Using data brokers, enrichment services, or scraping public sources (like LinkedIn, company websites, or social media) to gather more details about a person.
 - **Automated enrichment:** Using tools or APIs that automatically pull in additional data about contacts from external databases or the internet.
-

Typical External Sources Used

- Data brokers and commercial enrichment providers
 - Publicly available web sources (web scraping)
 - Social media platforms
 - Purchased or shared lists from third parties
-

Why Is This Sensitive?

- **GDPR and other privacy laws** require explicit, informed consent from individuals before their personal data can be collected or processed from third-party sources.
 - Enrichment often involves collecting data without the data subject's knowledge, which is generally **not compliant** unless strict legal and consent requirements are met.
-

In the Context of Syensqo and Clay

Contact enrichment means:

- Uploading, supplementing, or updating contact records in Clay using information obtained from outside Syensqo, unless you have explicit, verifiable consent from the individual.
 - Using any automated or manual process to add personal data to contacts in Clay from sources other than those provided directly by the data subject or with their permission.
-

Summary Table:

Action Example	Is it Contact Enrichment?
Adding a phone number from LinkedIn	Yes
Updating a job title from a data broker	Yes
Filling in missing email from a public site	Yes
Adding info provided directly by the person	No (if with consent)

Contact Enrichment – Strictly Prohibited

Contact enrichment means adding, updating, or supplementing contact records in Clay with personal data from external sources (such as LinkedIn, data brokers, or enrichment tools) without explicit, informed consent from the individual. This is not permitted under Syensqo policy and may violate data protection laws.

Examples of prohibited contact enrichment:

- *Adding a phone number or email found on a public website to a contact in Clay*
 - *Using a third-party tool to automatically fill in missing contact details*
 - *Updating job titles or company names from social media profiles*
-

In short:

Contact enrichment is any process of enhancing contact records with personal data from external sources, especially without the individual's explicit consent. This practice is highly regulated under GDPR and is **not permitted** at Syensqo unless all legal requirements are met.

