

CB Insights MSA FAQs

The purpose of this document is to simplify contracting with CB Information Services, Inc. ("CB Insights"). This document does not form part of our contract with you; it is designed to answer common questions that come up with negotiating an agreement to buy our services.

1.	What does CB Insights sell and what am I buying?	CB Insights' technology intelligence platform synthesizes, analyzes, and visualizes millions of qualitative and quantitative signals to deliver a 360° view of technology markets and companies. We combine proprietary information from technology companies and software buyers with machine-learning derived data extracted from millions of publicly-available documents to help technology buyers, sellers, investors and advisors discover the insights they need. You can access CB Insights' cloud-based platform or integrate data into your applications via API and data feeds so it is available to you when and where you need it.
2.	What kind of customer data does CB Insights collect and process?	We collect names, business emails, and IP addresses from our customers in order to provision subscriptions and enable access to our platform. CB Insights has a privacy policy and a Data Processing Agreement located at https://legal.cbinsights.com/ that describes how we collect data and how we protect it. The data that we collect to build our product, perform analyses, and create the value CB Insights is known for comes from publicly available websites, news sources, social media sites, and data feeds provided by government agencies such as the U.S. Patent and Trademark Office. We also collect data via surveys from people who interact with the companies that we profile. Unless we specifically get consent to name names, any personal information we collect in a survey is anonymized and de-identified before it is published on our site or otherwise made available in our product.

3.	Does CB Insights use artificial intelligence in its platform, and how does it work?	We do use AI to power certain functionality within our platform. We've built an AI tool that uses third party models such as those built by OpenAI and Anthropic to analyze the universe of data available in our platform. CB Insights does not use your data to train or teach any large language model or other artificial intelligence algorithm, including the third party models we use in our platform. By using more than one model to power our AI, we are able to provide high-fidelity content that is cross-checked and refined before it is delivered to you. The output is a combination of CB Insights data and market data that enables you to create the analyses you need faster right on the platform. To the extent any output generated by AI is customized for you based on your usage of our platform (for example, your search queries) or any other input from you, our data privacy commitment to you remains the same. We do not share outputs, your usage data, or your inputs- with other CB Insights customers.
4.	Does CB Insights have security protocols in	CB Insights is a data intensive SaaS based platform running on the Amazon cloud. The CBI platform runs in a high availability configuration spanning multiple physical data centers. Several controls set forth in ISO 27031 are met by the network, data, and IT security measures currently in place to ensure the CBI platform remains secure and available.

place to protect what you collect?

Network Security

The CB Insights network is deployed with network security best practices in mind.

- Content Delivery Network (CDN) proxies incoming requests to help mitigate DDos
- Web Application Firewall (WAF) in place for all ingress traffic
- Security groups and access control lists strictly configured
- All non-public services and data repositories in private subnets
- Least permission policy strictly enforced

Data Security

Data is at the heart of the CB Insights application, and while the overwhelming majority of our data is publicly available, we do collect name, email, company name, and in some cases phone numbers. In order to protect that data, we employ the following data security measures:

- External data in transit encrypted (TLS 1.2)
- All data at rest encrypted (volume encryption)
- Daily backups taken of all databases encrypted
- Backups shipped off site
- Quarterly backup restoration process tested
- All PII collected used in production environment only
- Least permission policy strictly enforced on all databases

4.

(Continued)

Does CB Insights have security protocols in place to protect what you collect?

- Application Security
 - JumpCloud SSO required for many business-critical applications
 - Two-factor authentication (2FA) enforced for all end-user accounts
 - Password complexity enforced for all user accounts
 - Patch management policies via MDM enforce minimum versions for operating systems and critical software
 - Automatic "shadow IT" app usage detection via Torii
 - Application offboarding audit logs generated and stored by Torii
 - All applications installed on company computers inventoried and reported via JumpCloud
 - Quarterly auditing of user accounts in IT-managed SAAS tools to identify and address non-employee accounts
 - Malicious Chrome browser extensions blocked (and company extensions enforced) via Chrome management
- Data Security
 - Shared application credentials and keys secured via LastPass Enterprise

		<ul style="list-style-type: none"> ○ Password complexity and 2FA enforced for LastPass accounts ○ Google Workspace apps protected by policy controls ○ Google Calendar warns when adding external invitees ○ All advanced email and spam safety features enabled for Gmail ○ Email authentication (SPF, DKIM, and DMARC) configured for the http://cbinsights.com domain and approved senders <ul style="list-style-type: none"> ● Network Security <ul style="list-style-type: none"> ○ Corporate network access secured via JumpCloud RADIUS integration so credentials are user-specific and not shared ○ Isolated guest WiFi network
5.	Does CB Insights have access to customer systems?	No. Customers log into our platform or data is transferred to customers via API. CB Insights does not have access to or visibility into our customers' tech stack.
6.	What are CB Insights' standard payment terms?	CB Insights requires annual up-front, net 30 days payment. We start counting from the Subscription Start Date, which is noted on your Order Form. That's the day you first have access to the CB Insights platform and our products.
7.	Can I get out of my contract at any time after signing?	No. Termination for convenience is not permitted by CB Insights. In order to properly and accurately recognize revenue, as well as regulate the data and research we make available to clients, we have to be sure the contracts we sign are fully collectable. Our services are paid for up front annually and we only give prorated credits if CB Insights breaches the agreement.
8.	Why would I sign a multi-year contract instead of a one-year contract?	Pricing is better for multi-year deals. We still invoice annually, so you're only paying for one year at a time on a multi-year deal.
9.	How do I	All clients of CB Insights have access to our Support function where they can learn about the platform,

	learn how to make the most of CB Insights once I get access?	access training videos and tutorials, find answers to common questions and log Support tickets about CB Insights' features and data. For clients who spend above a certain threshold annually with CB Insights, we assign a dedicated Customer Success Manager to you. Customer Success Managers cultivate, maintain and grow relationships with our existing client base. They own a book of business in your dedicated industry vertical and are responsible for driving adoption of our products and services while ensuring your organization maximizes the value of our solution. They foster long-term relationships, procure subscription renewals, and ensure a high level of customer satisfaction.
10.	Does CB Insights indemnify customers?	Yes. CB Insights will indemnify you for third party IP claims, which means if someone sues you for IP infringement based on your use of our data or Services, we indemnify you for those claims. It's our IP, we stand by it. We do require our customers to indemnify us if they breach the agreement.
11.	Does CB Insights have a cap on liability?	There is no cap on liability for claims that result from gross negligence or willful misconduct, or if you breach your responsibilities with respect to the use of our Services. For breach of confidentiality or data security claims, the cap is three times the contract amount for the previous 12 months. For all other claims, the cap is the contract amount for the previous 12 months. Please note that the liability caps are designed to align with the risk for each category. We collect the names of individuals who will access our platform, their business emails, and the IP addresses of the computers they use to log in to our site, which are all low-risk pieces of personal data. We also do not have access to your tech stack. Therefore, we do not offer uncapped liability for breach of confidentiality or data security.
12.	What kind of insurance coverage do you have?	We can share our Certificate of insurance with you but we will not add you as an additional insured to our policy because how you use the information and analysis you get from CB Insights is entirely up to you. We do not accept liability on your behalf for your use of that data, unless the use of our data gives rise to a third party claim for infringement. In that very unlikely scenario, we protect you by agreeing to indemnify you.
13.	Is there an Acceptance Period for your Services? Do you provide Deliverables?	No, there is no Acceptance Period. We are a one-to-many SaaS software provider, which means we enable the same access to our platform for all of our customers who purchase the same product. This also means that the concept of "Deliverables" as normally used in the software context is not part of CB Insights' business. While you may generate reports and analyses that are uniquely of interest to you, all of our customers have that same ability. We do offer a free trial that will allow you to evaluate our Services for a short time prior to signing a contract with us. Our MSA does not include provisions that relate to on premise or installed solutions because that is not what we sell.