Whitepages Pro Security & Privacy
PROTECTING GOOD CUSTOMERS

Whitepages Pro is the global leader in identity verification solutions. Using real-time data from hundreds of sources, we developed a fully-integrated, Identity Graph database which houses more than 5 billion global identity records and provides unparalleled coverage, accuracy, and performance in identity verification.

Whitepages Pro Insight (formerly known as Pro Web) and Pro APIs are built to support your identity verification and fraud prevention efforts. The following data points are accepted by Whitepages Pro services:

Phone	Email	Name	Address	IP

When a customer sends Whitepages Pro a query we normalize and validate the inputs and look up related information through both our internal and external services. We then take all the data we receive back from these services and cross check the information, match names, addresses, email addresses, and phone numbers, then return to the customer a comprehensive response.

Third-Party Penetration Testing
Whitepages Pro Insight and Pro APIs are tested annually by third-party certified ethical hackers. Our latest report is available upon request.

Secure Coding Practices
At hire, and annually thereafter, all software developers participate in secure software development training plus role specific training related to their area of work.

Security Partnerships
Whitepages partners with leading information security firms for independent third-party assessments and consultation, and 24/7 security monitoring.

Uptime and DDoS Protection
Whitepages Pro Insight and Pro APIs offer SLAs up to 99.95%, and all our services are continuously protected by AWS Shield Advanced.

Encryption
Whitepages Pro Insight and Pro APIs employ TLS encryption for all sessions, and all storage components of the service stack are encrypted at rest using AES-256.

GDPR
Whitepages provides EU citizens with additional privacy controls to fulfill GDPR requirements.

Data Retention and Destruction
Whitepages maintains a record of queries submitted for up to three years to provide customers with historic records of their searches, specific recommendations on how to better utilize our products, and improve responses through aggregated data analytics. All customer queries are securely destroyed at the end of their retention period.

Security and Privacy Training
At new hire, and annually thereafter, all Whitepages staff receive information security and privacy training, including coverage for GDPR requirements.

Role-Based Access Controls
Formally documented for every position in the company, role-based access controls ensure that people are only authorized access to the systems and data appropriate for their position.

Where can I learn more?

https://pro.whitepages.com/security

Whitepages Pro provides businesses with global identity verification solutions via enterprise-scale APIs and web tools.

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