

BEFORE THE CALIFORNIA PRIVACY PROTECTION AGENCY

In the Matter of:

SALESINTEL RESEARCH, INC.

Respondent.

Case No. ENF25-221-D-SA

ORDER OF DECISION

The Board of the California Privacy Protection Agency hereby adopts the Stipulated Final Order, attached hereto, as its decision in the above-entitled matter.

This Decision shall become effective immediately.

IT IS SO ORDERED this 27th day of August, 2026.

BY THE BOARD:



JENNIFER M. URBAN
Chair
California Privacy Protection Agency

MICHAEL S. MACKO (SBN 335866)
Deputy Director of Enforcement
LARA KEHOE HOFFMAN (SBN 180466)
Assistant Chief Counsel
ALEX BERGER (SBN 353829)
ANGIE JIN (SBN 312717)
Attorneys, Enforcement Division
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BEFORE THE CALIFORNIA PRIVACY PROTECTION AGENCY

In the Matter of:

SALESINTEL RESEARCH, INC.

Respondent.

Case No. ENF25-221-D-SA

STIPULATED FINAL ORDER

IT IS HEREBY STIPULATED AND AGREED by and between the parties to the above-entitled matter:

I. PARTIES

1. Complainant is the Enforcement Division of the California Privacy Protection Agency (“Agency”), which enforces the California Consumer Privacy Act of 2018 (“CCPA”), Civ. Code §§ 1798.100 – 1798.199.100, as amended, and the data broker registration obligations contained in the Delete Act, Civ. Code § 1798.99.82(c).

2. Respondent SalesIntel Research, Inc. (“SalesIntel”) is a Virginia-based corporation with its principal place of business in Vienna, Virginia. SalesIntel has conducted and continues to conduct business within the State of California.

STIPULATED FINAL ORDER

II. JURISDICTION

3. Pursuant to Civil Code § 1798.99.82(c), the Agency may bring an administrative action against a data broker that fails to register with the Agency as required by law.

4. Pursuant to Government Code § 11415.60(a), the Agency may formulate and issue a decision by settlement, pursuant to an agreement of the parties, without conducting an adjudicative proceeding.

III. FACTUAL FINDINGS

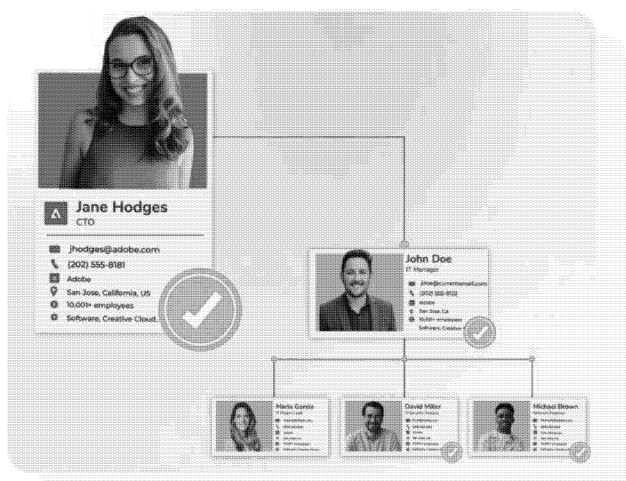
A. SalesIntel Sold Personal Information for Data Enrichment and Targeted Advertising

5. SalesIntel sells personal information through products and services for targeted advertising, offering more than 200 million professional contacts, 54 million mobile phone numbers, and inferences about individuals' career changes.

6. A client described SalesIntel as offering an "audience finder" where "we can search by people, specific industries, titles, locations, their database is huge."

7. Describing itself as the "Best Overall ZoomInfo Alternative," SalesIntel advertises "enterprise-grade data with 95% accuracy and 54M+ verified mobile numbers, delivering industry-leading mobile number coverage."

8. SalesIntel promotes products allowing its clients to "[d]efine your ideal customer profile with precision," "map the buying committee for accounts showing buying signals," and "[s]urface decision-makers and influencers with verified contacts [who are] ready to engage," as shown below:



ICP analysis & buying center

Define your ideal customer profile with precision, map the buying committee for accounts showing buying signals. Surface decision-makers and influencers with verified contacts ready to engage.

[Explore ICP Analysis & Buying Center](#)

9. SalesIntel markets services that provide clients with new contact information or supplement a client’s existing database with additional personal information. SalesIntel advertises that “[e]very contact includes verified email, mobile direct dial, title, seniority, and full org chart context.”

10. For example, SalesIntel offers a solution that “cleans” a client’s sales and marketing platform, often called a CRM, by adding personal information and verifying the client’s data to ensure it is accurate and up to date for targeted outreach.

DATA ENRICHMENT

Clean CRM data at scale, automatically

Stop losing deals to bad data. Automatically enrich, validate, and maintain your CRM with SalesIntel’s 2,000+ researchers and automated enrichment APIs.

[Book a 1:1 Demo](#)

[Contact Us](#)

SalesIntel | Inline Enrichment

FIELD	CURRENT VALUE	SALESINTEL VALUE	UPDATE
First Name	James	James	
Last Name	Smith	Smith	
Email	j.smith@ekime.com	j.smith@ekime.com	
Personal Email			
LinkedIn		linkedin.com/in/james_smith	
Title	Vice President	Vice President	
Job Department		Marketing	
Job Level		Vice President	
Work Phone		(+1) 876-8774	
Mobile		(804) 876-8774	
HQ Phone		(313) 876-8187	
City	Detroit	Detroit	
Postal Code		48202	
State Abbreviation	MI	MI	
Country Abbreviation	US	US	

11. SalesIntel offers another product, VisitorIntel, that “de-anonymizes your website traffic to reveal which accounts are actively researching you” and produces a corresponding person’s “contact data, direct dials, [and] verified emails, ready for outreach.”

12. In addition to providing a service that identifies website visitors, SalesIntel offers a product called Signal360 that derives inferences from a person’s or business’ activities and online behavior. These inferences reveal changes at both an enterprise level and an individual level.

13. At an individual level, the Signal360 solution tracks “relationship signals” that indicate “job changes, leadership changes, [and] champion tracking” so that clients can “follow champions to new companies or engage replacements in their old roles.”

14. SalesIntel advertises a combined “SalesIntel solution” that leverages signals and identity graphing to create a multi-channel marketing campaign to track potential buyers’ emails, phone numbers, and social media profiles:

MULTI-CHANNEL

Email, phone, social, and LinkedIn

Reach accounts across every channel. Coordinate email, phone outreach, LinkedIn messaging, and social touches into unified sequences that feel natural.

- Coordinated email and phone sequences
- LinkedIn and Twitter personalization
- Unified activity tracking across channels
- Smart cadence management

[Request Demo](#)

SEQUENCE TIMELINE	D1	D2	D4	D5	D9	D14
Email	✓	•	•	•	✓	•
Phone	•	✓	•	•	•	✓
LinkedIn	•	•	✓	•	✓	•
Twitter	•	•	✓	•	•	•

64% OPEN RATE
31% REPLY RATE
4.2x MORE REPLIES

15. SalesIntel has sold Californians’ personal information through these products and services.

B. SalesIntel Failed to Register as a Data Broker with the Agency

16. SalesIntel is a for-profit legal entity that collects consumers' personal information and determines the purposes and means of the processing of consumers' personal information. SalesIntel annually buys, sells, or shares the personal information of 100,000 or more consumers or households.

17. SalesIntel conducted business as a data broker during the 2024 calendar year by knowingly collecting and selling to third parties the personal information of consumers with whom the business does not have a direct relationship.

18. On or before January 31 following each year in which a business meets the definition of a data broker, the business shall register with the Agency pursuant to the requirements in Civil Code § 1798.99.82(a).

19. SalesIntel failed to register as a data broker with the Agency by the January 31, 2025 deadline for its data broker activity in year 2024.

20. Consequently, the Agency's Enforcement Division opened an investigation and contacted SalesIntel about its failure to register.

21. Once the Enforcement Division contacted SalesIntel, the company actively engaged with the Enforcement Division to resolve this matter. SalesIntel also timely registered with the Agency in 2026 for its data broker activities in 2025. Thus, this case concerns only the company's conduct in 2024 and its corresponding failure to register in 2025.

IV. CONTINGENCY

22. This Stipulated Final Order shall be contingent upon approval by the Board of the California Privacy Protection Agency ("Board"). SalesIntel understands and agrees that counsel for Complainant and the staff of the Agency may communicate directly with the Board and the

staff of the Agency regarding this Stipulated Final Order, without notice to or participation by Respondent or its counsel. By signing the Stipulated Final Order, SalesIntel understands and agrees that it may not withdraw its agreement or seek to rescind the Stipulated Final Order before the time the Board considers and acts upon it. If the Board fails to adopt this stipulation as its Order of Decision, the Stipulated Final Order shall be of no force or effect except for this paragraph, it shall be inadmissible in any legal action between the parties, and the Agency shall not be disqualified from further action by having considered this matter.

V. OTHER MATTERS

23. The parties understand and agree that Portable Document Format (PDF) and facsimile copies of this Stipulated Final Order, including PDF and facsimile signatures thereto, shall have the same force and effect as the originals. The parties may execute this Stipulated Final Order in counterparts.

24. This Stipulated Final Order is intended by the parties to be an integrated writing representing the complete, final, and exclusive embodiment of their agreement. It supersedes any and all prior or contemporaneous agreements, understandings, discussions, negotiations, and commitments (written or oral). This Stipulated Final Order may not be altered, amended, modified, supplemented, or otherwise changed except by a writing executed by an authorized representative of each of the parties.

25. In consideration of the foregoing stipulations, the parties agree that the Board may, without further notice or formal proceeding, issue and enter the following Order of Decision:

VI. ORDER

IT IS HEREBY ORDERED that:

26. SalesIntel shall pay an administrative fine in the amount of thirty-six thousand four hundred dollars (\$36,400.00), of which six thousand six hundred dollars (\$6,600) shall reflect the 2025 annual registration fee, in accordance with section 1798.99.82(c) of the Civil Code. SalesIntel shall remit payment in full within thirty (30) days of the Board's Order of Decision approving the Stipulated Final Order pursuant to written instructions to be provided by the Enforcement Division.

27. SalesIntel shall comply with Civil Code § 1798.99.82 and timely register as a data broker for any future years in which SalesIntel operates as a data broker. If SalesIntel ceases operating as a data broker, SalesIntel shall inform the Agency in writing before the deadline to register.

28. SalesIntel shall comply with Civil Code § 1798.99.85 and disclose in its privacy policy the required metrics regarding the number of California Consumer Privacy Act requests received, complied with, and denied during the previous calendar year, as well as the time within which SalesIntel substantively responded to the requests.

29. SalesIntel shall access the Agency's Delete Request and Opt-out Platform ("DROP") and process consumer deletion requests in accordance with Civil Code § 1798.99.86 for any years in which SalesIntel operates as a data broker.

30. Each party shall bear its own attorneys' fees and costs.

VII. ADDITIONAL GENERAL PROVISIONS

31. Nothing in this Stipulated Final Order shall be construed as relieving SalesIntel of its obligations to comply with all state and federal laws, regulations, or rules, or as granting permission to engage in any acts or practices prohibited by such law, regulation, or rule.

32. SalesIntel shall use reasonable efforts to notify its officers, directors, employees, agents, and contractors responsible for carrying out and effecting the terms of this Stipulated Final Order and the requirements therein.

33. SalesIntel agrees that the terms of this Stipulated Final Order are in the public interest and fair, adequate, and reasonable under all the circumstances.

34. SalesIntel admits the truth of the factual findings in paragraphs 1-4 and 18-21 of this Stipulated Final Order, and further admits that it engaged in data broker activity in year 2024 to require registration in 2025, but otherwise neither admits nor denies the remaining factual findings in this Stipulated Final Order. SalesIntel agrees to be bound by the terms of this Stipulated Final Order.

35. SalesIntel hereby waives the right to any hearings, and to any reconsideration, appeal, or other right to review which may be afforded pursuant to the California Administrative Procedure Act, the California Code of Civil Procedure, or any other provision of law. By waiving such rights, SalesIntel effectively consents to this Stipulated Final Order becoming final.

36. Nothing in this Stipulated Final Order shall constitute or be construed as a release from liability for any violation of law other than SalesIntel's violation of the Delete Act, Civil Code § 1798.99.82(c), arising from the company's failure to register as a data broker with the Agency between February 1, 2025 and June 29, 2025.

37. This Stipulated Final Order shall bind SalesIntel's heirs, administrators, executors, successors, and transferees.

38. Notwithstanding paragraph 30, in the event the Agency prevails in seeking to enforce any term of this Stipulated Final Order, the Agency shall be entitled to an award of attorney fees and costs in its favor and against SalesIntel for the time spent and costs incurred in prosecuting such action.

39. Failure to complete the payment or comply with any terms of this Stipulated Final Order shall result in enforcement of the Order in the Superior Court.

40. Any notices and reports under this Stipulated Final Order shall be served by email as follows:

To the Complainant:

Deputy Director, Enforcement Division
California Privacy Protection Agency
400 R Street, Suite 350
Sacramento, CA 95811
ENF-processing@coppa.ca.gov

To the Respondent:

Gary Grinev
Vice President of Data
SalesIntel Research, Inc
8614 Westwood Center Dr., Ste 460
Vienna, VA, 22182
gary.grinev@salesintel.io

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VIII. ACCEPTANCE

I have carefully read the above Stipulated Final Order and have had the opportunity to seek and consult with an attorney. I understand the stipulation and the effect it will have on SalesIntel. I enter into this Stipulated Final Order voluntarily, knowingly, and intelligently, and agree to be bound by the Order of Decision by the Board of the California Privacy Protection Agency.

Dated: 08/14/2026



Gary Grinev
Vice President of Data
SalesIntel Research, Inc.
Respondent

IX. ENDORSEMENT

The foregoing Stipulated Final Order is hereby respectfully submitted for consideration
by the Board of the California Privacy Protection Agency.

DATED: 08/14/2026

BY:



MICHAEL S. MACKO
Deputy Director of Enforcement



LARA KEHOE HOFFMAN
Assistant Chief Counsel



ANGIE JIN
Attorney, Enforcement Division



ALEX BERGER
Attorney, Enforcement Division
Attorneys for Complainant