



# Data.com Connect Contact Contribution Guidelines

---

These guidelines are best practices for you to follow when you contribute contact information in Data.com Connect.

You are a key to data integrity—by following these guidelines you're helping to keep Connect data consistent and of high quality.

Here's what's in this document:

- [General Guidelines](#)
- [Email Addresses](#)
- [Names](#)
- [Titles](#)
- [Phone Numbers](#)
- [Physical Addresses](#)
- [Deactivating or Reactivating a Contact](#)



## General Guidelines

- Data.com Connect provides business information—no personal contact information is permitted.
- When contributing Contact information to Connect, you must follow the Data.com Connect Terms of Use. Per the Terms of Use, you may not submit any information that you do not have the necessary rights and/or licenses to enter, or any information subject to confidentiality, non-disclosure, non-competition, trade secret or proprietary rights, limitations or restrictions.

See the complete [Data.com Connect Terms of Use](#) for more information and for details of types of data not allowed.

- List only current employees.
  - Don't list retired employees, because they are no longer with the company.
  - You can list contacts with the distinction "Emeritus" because the company has maintained a relationship with them.
  - You can list part-time employees and interns only during their tenure.
  - Don't list students unless they are also employees of the schools.
- Never intentionally add or update a contact with incorrect information.
- Provide content that is as current and precise as possible. Because of the nature of information sources, there is no one best source for every contact.

## Email Addresses

The contact's email address is the foundation piece of information for the business card.

- An email address in Connect must be the person's direct business email address.
- Generic email addresses such as support@salesforce.com, salesforce@salesforce.com, or president@salesforce.com are not allowed.
- Personal email addresses or email addresses from Internet Service Providers (ISPs) such as hotmail.com, gmail.com, or yahoo.com are not permitted.
- If a contact has multiple valid email addresses, list only the most current and correct email address. Provide an email address that uses the primary email domain associated with the company when possible.
- If the contact's email address is incorrect and you know the correct email address at the same company, update the email address. If the contact has changed companies, deactivate the contact on the business card, specifying "No Longer at the Company", and add a new contact at the new company.
- If an email address is incorrect and you don't know the correct address, select "Email is incorrect" on the business card. Do this only when the email address doesn't exist or if you receive notice of a hard bounce.



## Names

- Enter the version of the contact's name used in a business setting—for example on the business card, email signature, or company directory.
- Don't include Mr., Mrs., or Miss in a name—use only the person's name.
- Don't include credentials such as CPA or MD in the name
- Include Jr. or Sr. designations when accurate. Add these designations to the last name field, after the last name.
- Include middle initials or middle names only when you must distinguish between two people with the same name at one company. Add middle initials or middle names to the first name field, after the first name. Remove them only if they are incorrect.
- Do correct spelling mistakes in names.

## Titles

- Provide a title that is as specific as possible. For example, if "Vice President" and "Vice President of Marketing" are both accurate, use the more precise "Vice President of Marketing".
- It's not necessary to include the name of the company in the title. However, we do encourage listing the business unit or brand when necessary to identify where the contact works. Separate the title from the business unit with a comma, then list the brand, business unit, or department. For example: "EVP and GM, Data.com" or "VP of Architecture, Information Technology."
- If a contact is no longer in the position shown on the business card, update the card with the correct title instead of changing all the information to identify the person who currently holds the position.
- Don't include comments such as "deceased" or "bad email" in the title field. Deactivate the contact in these situations.
- Don't deactivate a contact if the title is incorrect. Instead, correct the title.
- Do correct spelling mistakes in a title. This ensures it will appear in search results.
- It is acceptable and encouraged to spell out an abbreviation in a title. This helps to ensure it will appear in relevant search results.
- Don't make trivial changes to titles—for example, rearranging the words or changing the punctuation.
- If there are questions about the authoritative source of a person's title, use these sources, in order of preference:
  - Title specified by the contact—for example, email signature, recent presentation or paper by the contact, title updated by contact
  - Company directory or company press releases
  - Business card
  - Externally verifiable web mention/reference from neutral sources (presentations, conference proceedings, etc.)



## Phone Numbers

- Our policies do not allow for the mobile phone numbers. Provide an office direct-dial number if you can. If you don't have the direct-dial number, provide a local switchboard number.
- Use direct-dial numbers whenever possible, instead of corporate headquarters phone numbers. Use headquarters' phone numbers if direct-dial is unavailable.
- Use a direct-dial number instead of a corporate number plus extension if possible.
- Use a local phone number instead of a toll-free number whenever possible.
- Phone numbers must be business phone numbers. Personal phone numbers are not permitted.
- If the contact's phone number is disconnected or reaches the wrong person, mark the contact as inactive by selecting "Phone number is incorrect" on the business card and choosing "The current phone number isn't working".
- If the listed phone number is a corporate headquarters phone number and you know the direct-dial number or an extension, do update with the direct dial or add the extension. To add an extension, use the format *nnn-**nnn**-nnnn ext nnnn*, or *nnn-**nnn**-nnnn x nnnn*.
- Don't deactivate a contact because a company switchboard phone number is listed. Regional or headquarters switchboard numbers are allowed in Connect.
- Function-specific phone numbers—for example sales or customer service generic phone numbers—aren't acceptable as corporate phone numbers.
- Don't make minor updates to the format of a phone number without changing the phone number itself—for example, don't just add spaces, punctuation, etc.

## Physical Addresses

- Provide the physical address that specifies the location where the contact works.
- Use a home address only if a business is legally registered at that address.
- For larger companies, if a physical address is not available, use the address of the campus main location where a contact is located. If no campus address is available, contacts must be associated with the headquarters address in the country where they live and work.
- Adding a contact who lives and works in a country that is not supported by Connect is not permitted, per Connect privacy policies. Supported countries are Australia, Brazil, Canada, India, Ireland, New Zealand, Singapore, South Africa, the United Kingdom, and the United States.
- A PO Box should not be used as a contact address, unless it is the only address for that company.



## Deactivating or Reactivating a Contact

- If a contact is no longer at a company, never worked for a company, or is deceased, mark the contact as inactive by selecting “Contact has left the company” on the business card.
- If you know that a contact is no longer at a company and you know what the new company is, mark the contact as inactive and create a new contact at the new company.
- If a contact is not allowed in Connect, (for example a contact with a personal email address), it is appropriate to deactivate the contact.
- It is not acceptable to reactivate a contact that was deactivated for one of the reasons listed above.