



Dun & Bradstreet Receives TrustArc's TRUSTe Responsible AI Certification, Reaffirming Company's Commitment to Responsible AI

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JACKSONVILLE, Fla.--(BUSINESS WIRE)--Jan. 13, 2025-- Dun & Bradstreet (NYSE:DNB), a leading global provider of business decisioning data and analytics, announced today it has received TrustArc's [TRUSTe Responsible AI Certification](#) for its strong commitment and adherence to responsible artificial intelligence (AI) governance.

"At Dun & Bradstreet, our data is widely received and trusted by our clients because we prioritize ethical and responsible data and AI use across our business, applying our best practices to help our clients find success," said Anthony Jabbour, Chief Executive Officer, Dun & Bradstreet. "AI is only as good as the data that powers it, which is why organizations need to be deliberate about their data strategy as they innovate with AI. We are proud to stand out as a leader for our transparency around the ways we process our highly valued commercial data and how we use AI."

Dun & Bradstreet's [responsible data and AI principles](#) direct how the company develops and deploys its data and AI-fueled solutions with customers' interests and needs in mind. This certification from TRUSTe reaffirms the company's accountable, fair and transparent AI governance, and comes on the heels of two new Generative AI (Gen AI) solutions it launched including [ChatD&B™](#), the company's Gen AI assistant which provides instant business insights using the company's comprehensive data and analytics, and [D&B Ask Procurement™](#), designed to accelerate the discovery and analysis of supply chain risks and opportunities.

"Dun & Bradstreet has set a benchmark for excellence with its strong commitment and adherence to responsible AI governance," said Jason Wesbecher, Chief Executive Officer, TrustArc. "This certification underscores their leadership team's full support and preparedness, the company's dedication to quality and compliance, and reinforces their leadership in leveraging AI responsibly."

To receive this certification, Dun & Bradstreet's AI Governance Program met TRUSTe's Responsible AI Certification Assessment criteria, which includes confirmation that the company's AI is valid and reliable, explainable and interpretable, accountable and transparent, privacy-enhanced, fair, safe, and secure and resilient.

With continued concerns and issues over AI governance, this certification speaks directly to best practices for responsible AI and incorporates principles from AI frameworks such as the OECD AI Principles, NIST AI Risk Management Framework, ISO/IEC 42001:2023, NCSC Guidelines for Secure AI System Development, and the EU AI Act.

About Dun & Bradstreet

Dun & Bradstreet, a leading global provider of business decisioning data and analytics, enables companies around the world to improve their business performance. Dun & Bradstreet's Data Cloud fuels solutions and delivers insights that empower customers to accelerate revenue, lower cost, mitigate risk, and transform their businesses. Since 1841, companies of every size have relied on Dun & Bradstreet to help them manage risk and reveal opportunity. For more information on Dun & Bradstreet, please visit <https://www.dnb.com/>.

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