The Road to Data Residency

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As the use cases and application of data grows, customer preferences, corporate policies, contractual obligations, and regulatory requirements have led to a new demand for "data residency," which refers to the processing and storing of data in a specific geographical location.

As the importance of data residency rises and customer preferences evolve, today's technology providers must pivot their strategies and build solutions that can support these new demands. At Zoom, we're always looking at new ways to better protect information and give users more control over their data, and that includes thinking about how to support data residency.

Here are a few things we've done to help address customers' data protection needs, as well as a few principles we're applying to our data residency strategy moving forward:

Zoom's journey with data protection

Over the past few years, Zoom has made significant updates to our products, features, and security and privacy strategy to better protect our customers' information. These updates help give our customers more control over their data and provide awareness of who can see, access, and use certain information. These enhancements include:

- **Data routing control:** Zoom users have the ability to select which data center locations process their data in transit, or, in other words, data that is actively moving from one location to another across the internet. You can opt in or out of a specific data center region (except your default region where your account was provisioned) for data in transit, helping to maintain more control over where information travels.

- **In-product privacy notifications:** We've created in-product notifications designed to make it easier to understand, in context, who can see, save, and share content and information during meetings and experiences hosted on Zoom. These notifications were also expanded to include the following:

  - **Meeting and webinar registration:** Users receive notice about who can see their registration information and how it is used before they consent to participate in meetings and webinars that require registration.

  - **Recorded and livestreamed meetings:** Users are notified when a meeting is being recorded or livestreamed, and given information about who can see and share the recording and livestream.

  - **User profile notification:** The notification reminds users that, if they are signed into Zoom, this information may also be accessed by the account owner and any hosts of meetings and webinars they join.

- **Encryption:** In May 2020, we upgraded to 256-bit AES-GCM encryption as our new standard for real-time content and media, which applies to data in transit across Zoom Meetings and Chat, Zoom Video Webinars, meetings occurring via Zoom Rooms, and Zoom Phone. For enhanced privacy, Zoom also offers an optional end-to-end encryption (E2EE) feature, which uses the same powerful GCM encryption that supports any data in transit across standard Zoom Meetings, with the only difference being where the keys live. With Zoom's E2EE, the meeting's host generates encryption keys and uses public key cryptography to distribute them to participants. Zoom's servers act as oblivious relays, never actually seeing the encryption keys required to decrypt the information. This helps protect data integrity during transmission. We're also creating a BYOK offering to allow customers with strict compliance requirements or data residency needs to provision and manage their own encryption keys.

Our data residency principles

We've created these five guiding principles to support data residency, which will inform our upcoming initiatives and innovations involving user data:

1. **Architect for data residency:** Zoom will strive to increase our data center presence, placing data centers and operating them to align with local corporate policies and customer requirements. We will work with global partners to grow with speed, control, and compliance at the forefront. This infrastructure ideally will allow customers to toggle settings for in-country traffic, in-region traffic, or global connectivity based on customer needs.

2. **Problem-solving together:** Zoom values the strong relationships we have developed with governments and government agencies around the world. Zoom will work to embrace and participate in initiatives like the French Sovereign Cloud. Further, we will partner and align with primary service providers in select markets to build solutions for local market requirements in Europe, Asia, and Latin America.

3. **Self-service privacy features:** Zoom recognizes the increasing need for our customers to demonstrate their compliance with robust data protection regulations such as the EU's GDPR. To that end, Zoom will focus on building self-service privacy features for our customers.

4. **Dedicated solutions for governments:** For the most heightened security needs for the public sector, Zoom has shown good faith in developing a government-level compliant platform with Zoom for Government. Going forward, we will strive to increase the use and deployment of country or region-specific presences in select markets to potentially support specialized solutions for additional countries.

5. **Trusted third-party certifications and attestations:** Zoom maintains third-party security certifications and attestations, such as SOC 2, CSA STAR Level 2, an independent HIPAA attestation, and more. Zoom will continue to prioritize and pursue security certifications and attestations to provide assurance to our global enterprise and public sector customers.

A future built on trust

At Zoom, we are continually working to improve our platform and policies to meet the needs of our users. While today's digital landscape grows in complexity, we remain focused on one thing: providing a seamless and secure experience our users can trust.

As we continue to evolve our solutions, security and privacy will guide any new updates we make, including our road to data residency. We're committed to being a platform users can trust — with their online interactions, information, and business.

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Zoom is for you. We help you express ideas, connect to others, and build toward a future limited only by your imagination. Our frictionless communications platform is the only one that started with video as its foundation, and we have set the standard for innovation ever since. That is why we are an intuitive, scalable, and secure choice for individuals, small businesses, and large enterprises alike. Founded in 2011, Zoom is publicly traded (NASDAQ:ZM) and headquartered in San Jose, California.

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