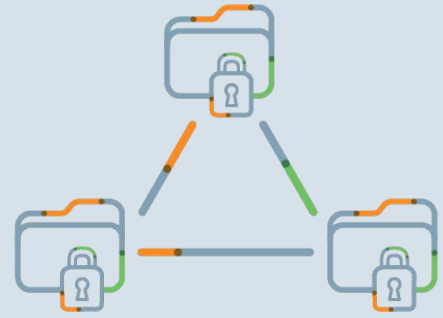


Data Stewardship

Privacy with LiveRamp



Data is a powerful and valuable asset for marketers, but solid and ethical data stewardship is imperative for success. At LiveRamp, we work hard to enable marketers to harness the power of data while maintaining consumer privacy and data ethics. As a certified Acxiom Safe Haven[®] environment, LiveRamp enacts compliance, ethical data governance, and privacy and security protection of the highest standard.



Controlled PII Use

Personally Identifiable Information (PII) is removed and replaced with anonymous identifiers during LiveRamp's matching process via AbiliTec from Acxiom. LiveRamp maintains strict rules and requires contractual obligations to protect the anonymity of users and to limit the use of sensitive information.



Privacy-Minded Data Storage

LiveRamp's environment is physically and logically segregated for different data types and processing keys. PII and non-PII identifiers are stored separately, and each client has a dedicated directory for only their data.



Trusted Regulation

LiveRamp follows industry standard self-regulatory principles on customer privacy as members of the IAB, DMA, DAA, and several other organizations. LiveRamp undergoes an annual SOC2 Type II Security audit and regular internal, third-party, and client audits.



Opt-Out Choice

LiveRamp provides easy and comprehensive opt-out choices, such as the DAA, aboutads.info, and a LiveRamp opt-out channel that includes a permanent email opt-out across all devices.



Privacy-Conscious Partner Standards

LiveRamp's match partners abide by strict privacy requirements included in legal contracts to ensure users are given sufficient notice regarding data collection and the choice to opt out.



Personnel Accountability

LiveRamp policies are supported by an in-house data ethics and compliance team who perform frequent privacy impact assessments. LiveRamp also requires every employee to undergo annual privacy, ethical data use, and security training.