

RudderStack Data Governance

Companies are flush with data yet often lack the guardrails and controls to manage their data resulting in misleading analysis, misalignment between teams, and, ultimately, a subpar customer experience. At RudderStack, data governance is key to providing the best customer experience. We offer several features across the entire data lifecycle, from collection to analysis.



Put an end to bad data with custom Tracking Plans

- Proactively monitor and act on non-compliant event data coming into your RudderStack sources based on predefined plans.
- Have better control of your data streaming by supporting a versioning system.
- Prevent situations where missing or improperly configured event data can break your downstream destinations.



Make compliance easier

- Say goodbye to Infosec concerns and easily comply with HIPAA or GDPR regulations. RudderStack doesn't store any of your customer data and is ready to sign a BAA.
- Enforce data privacy compliance with custom code or standard templates. Mask PII and any other sensitive user data with custom rules.
- Lock down any business-critical data pipeline to only specific people in the business with Permissions.



Configure data for different destinations

- Ensure every downstream tool has consistent data with custom mapping for any data point.
- Customize data access by filtering or sampling events with custom logic.
- Keep data from being overwritten by automatically removing null values.

"We ingest a lot of data, put it into Snowflake, and use RudderStack to get it downstream. We can guarantee that the data is clean, consistently defined across our entire stack, and compatible with all existing and future platforms."



Brett Trani,

Director of Data and Analytics at Joybird