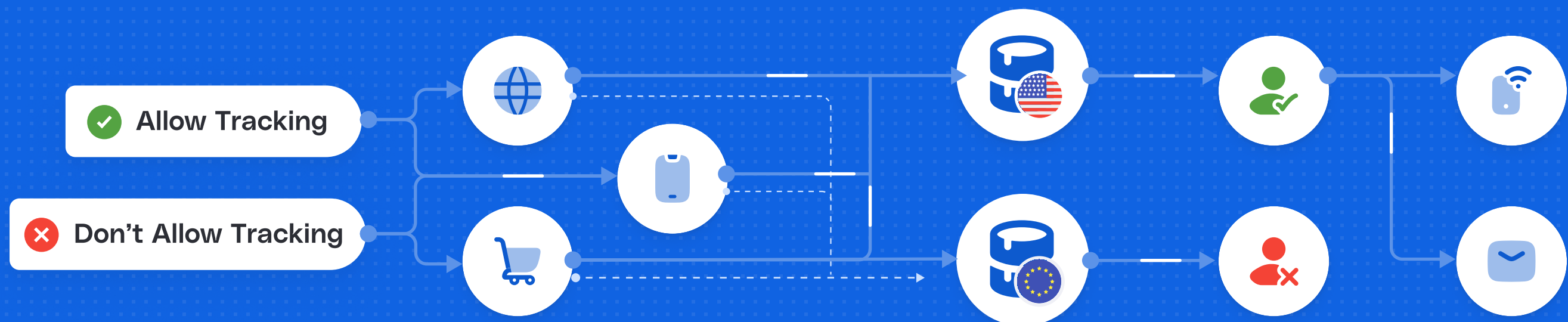**rudderstack**

Privacy-first customer data infrastructure

Streamline your compliance workflows to meet GDPR, CCPA, HIPAA, and other regulatory requirements with speed and confidence.

✅ Allow Tracking

❌ Don't Allow Tracking

Consent

- Fully integrated user consent capture
- First-class integrations with OneTrust, Ketch, and more
- Universal consent sync to every downstream tool

Collection

- Cookieless tracking
- Consent based cookie management
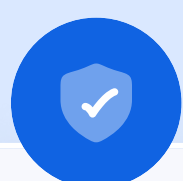- PII and PHI management (block, hash, encrypt)

Storage

- Data cloud-native architecture
- Custom forwarding logic
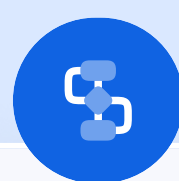- Geographic residency across the US and EU

Deletion

- Real-time consent update
- Universal user suppression and deletion

Ensure compliance across your stack and innovate without risk

Simplify InfoSec approvals

RudderStack's cloud-native architecture and central toolset provide data residency features and PII controls that streamline compliance.

Automate consent management

Set up seamless flows for user consent to automate capture, blocking, and syncing downstream to minimize risk for your business.

Protect data for AI/ML, marketing, and more

Mask, encrypt, and block user data before it gets downstream for activation or modeling, so every team can move fast with confidence.

Learn more at **rudderstack.com/product/compliance-toolkit/**

Tools to give you confidence in your compliance implementation

Store data on your terms

Store data on your own infrastructure, not ours. Multi-region businesses can process data in the US, EU, or both individually.

Control PII and PHI

Reduce risk by limiting access to personal data with flexible tooling to block PII at the source or mask and encrypt it with custom logic before it gets downstream.

Centralize suppression and deletion

Suppress user data capture across multiple data sources, delete user data across tools from a single API, and keep a version-controlled record of suppression and deletion.

JOYBIRD

"RudderStack gives us the best of both worlds. We activate event stream data in real-time, and we send it to Snowflake and join it with other data to create richer customer profiles that we can send downstream via Reverse-ETL."

Brett Trani
Director of Analytics

Fundamentally privacy-friendly, deliberately compliant

GDPR COMPLIANT

CCPA COMPLIANT

SOC 2 TYPE 2 AICPA SOC

HIPAA COMPLIANT HIPAATraining.com