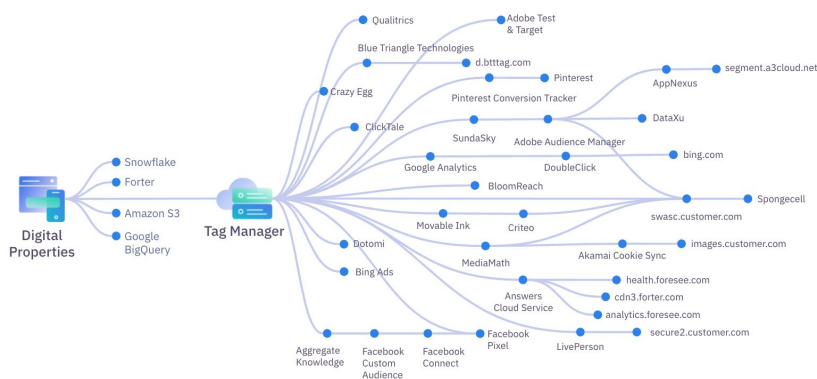


# Compliance with MetaRouter



## The Demand for Compliance

Since today's marketing and advertising ecosystem relies on third-party tags to collect information necessary to operate their tools, users have no way of knowing who has their information—or whether those third parties will use it for marketing or sell it to others.



Compliance ensures consumers that their information is protected by the organizations they trust.

## Compliance for All

As new regulations emerge, compliance already impacts most organizations. CCPA, GDPR, HIPAA, PCI DSS, and COPPA are just some of the standards to which modern businesses must adhere. These standards cover medical data, credit card data, children's data, and privacy concerns for many citizens.

CCPA and GDPR specifically have been enacted in order to give users more control over all their personal information:

CCPA and GDPR specifically have been enacted in order to give users more control over all their personal information:

### CCPA is built on a consumer's right to:

- Access data being collected about them
- Control the sale of their personal data
- Take recourse if their personal data is compromised

### GDPR is built on a consumer's right to:

- Consent to use of data
- Obtain access to any personal information collected
- Request the deletion of personal information already collected

The goal is simple: when a user visits your organization's website, they should be able to trust you to protect their information.

After all, if they request to access or delete data, it's your responsibility to identify everyone else who tracked their user's data. If a user decides to take recourse... it's on you.



## A Sense of Urgency

The growing awareness of completely legal practices like data brokering (trackers crawling the internet to collect identity information and sell it) and [third-party cookies](#)—and illegal ones like identity theft and fraud—is creating the impetus for new and emerging regulations, as well as stricter enforcement.



## Compliance with MetaRouter

By centralizing data onto a single platform and deploying it on your private cloud, we offer power and governance back to your organization:

- ✓ Control compliance **from the moment data is collected**
- ✓ Collect all data in the **first party** (owned by your org)
- ✓ **Eliminate third-party tags** that almost always collect sensitive information
- ✓ Restrict all access to your data (even MetaRouter's, if desired!)
- ✓ Integrate with **other compliance partners** (e.g. OneTrust)



## Compliance Made Simple

MetaRouter integrates with organizations like OneTrust and other partners to seamlessly uphold your current compliance standards.

Additionally, we are a SOC 2 Type 2 business. This means outside auditors assess MetaRouter quarterly to certify that we're maintaining five key trust principles: security, availability, processing integrity, confidentiality, and privacy. This prepares us to better handle sensitive data and meet the needs of internal InfoSec teams. We're prepared for immediate compliance with even the strictest policies, like HIPAA.

By maintaining the highest possible security measures for ourselves and our customers, we're a perfect partner for your compliance needs.



metarouter

Find out more about how the platform works at [docs.metarouter.io](https://docs.metarouter.io). Or reach out to your Customer Success Manager.