

# Tealium & RIVN

## Optimizing for Data and Privacy Solutions

### Partnership Overview

Tealium's Data Supply Chain is the world's largest data collection solution and offers the industry's leading Customer Data Platform (CDP) to help companies execute data orchestration. While Tealium can turbocharge data orchestration for a variety of customers RIVN offers a powerful privacy solution including a privacy manager and deletion solution.

While Tealium's SaaS solution is responsible for data collection, enrichment, and action, RIVN's technology supports privacy and regulatory compliance specifically for consumer deletion requests.

The RIVN technology allows for an automated deletion flow per consumer requests to meet regulations started such as the California Consumer Privacy Act (CCPA) directly through a Deletion API Hub. Tealium, in turn, will respect consumer preferences to ensure perspective activation through the Tealium Activation API Hub

### Key Benefits:

- Maximize that largest audience API hub with the largest customer deletion API hub.
- Scalable solution for companies large and small
- Automated customer deletion and suppression when required
- Respect visitor privacy based on privacy manager



### How to Get Started

If you are not a RIVN customer you can request a vendor privacy audit by contacting a representative at RIVN. While speaking to a RIVN representative advise the representative you are interested in learning more about how Tealium and RIVN can work together to an efficient data layer, dynamic audiences and high end reporting.

### About RIVN [www.rivn.com](http://www.rivn.com)

RIVN was created to help companies meet compliance standards for regulations such as GDPR and CCPA with respect to consumer deletion functionality. Most companies have homegrown platforms or have recently purchased a cloud-based process platform still find certain key functions missing (e.g. deletion requests), RIVN fills the gap in an automated fashion for those companies. RIVN has developed an industry-leading deletion API marketplace to deliver deletion requests in real-time to downstream vendors in an automated fashion. In addition, RIVN offers dynamic reporting for each vendor to allow our customers to develop best practices for vendors.

### About Tealium [www.tealium.com](http://www.tealium.com)

Tealium revolutionizes today's digital businesses with a universal approach to managing the ever-increasing flows of customer data - spanning web, mobile, offline and IoT. With the power to unify customer data from a single source of truth, combined with a turnkey integration ecosystem supporting more than 1,000 vendors and technologies, Tealium powers organizations to realize a true 'customer-at-the-center' approach. Tealium's Universal Data Hub (UDH) encompasses an enterprise-level tag management system, the industry-leading customer data platform and a real-time data hub solution enabling users to gain real-time, actionable insights and create richer, more personalized digital experiences. More than 900 global businesses worldwide trust Tealium to power its data strategies and data governance practices.