RIVN

ObservePoint

ObservePoint & RIVN

A Tag Governance and Privacy Solution

Partnership Overview

ObservePoint regularly works with RIVN customers to ensure privacy preferences are respected, including offering audit reporting of all vendor tags that we loaded on specific digital properties. While ObservePoint validates that vendor tags are loading properly, RIVN manages the consumer deletion process in an automated fashion.

This combination allows companies to create an end to end platform to allow visitors to set privacy preferences via the RIVN privacy widget, then have audit reporting to ensure proper execution via ObservePoint, and finally, have RIVN complete consumer deletion requests along with reporting.

Key Benefits:
- Verify proper data collection with respect to consumer privacy status
- Audit which vendors are loading for consumers
- Ensure new releases follow privacy preferences
- Manage consumer deletion requests
- Leverage privacy manage to identify unauthorized vendors

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 ObservePoint and RIVN can work together for tag and privacy auditing.

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About RIVN 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 ObservePoint www.observepoint.com

ObservePoint's solutions empower data-informed companies to trust their data and better serve their customers through enterprise solutions for analytics management and tag governance. Their solution is an automated platform that validates marketing tags and optimizes digital analytics implementations to give you accurate and actionable data. ObservePoint's Data Privacy & Security solution uses proprietary technology to scan your website and catalog the vendor tags giving you a comprehensive view of the technology on your site. This allows you to set up automated monitoring that ensures only authorized tags are firing and receive notifications whenever an unauthorized technology appears on your site.

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