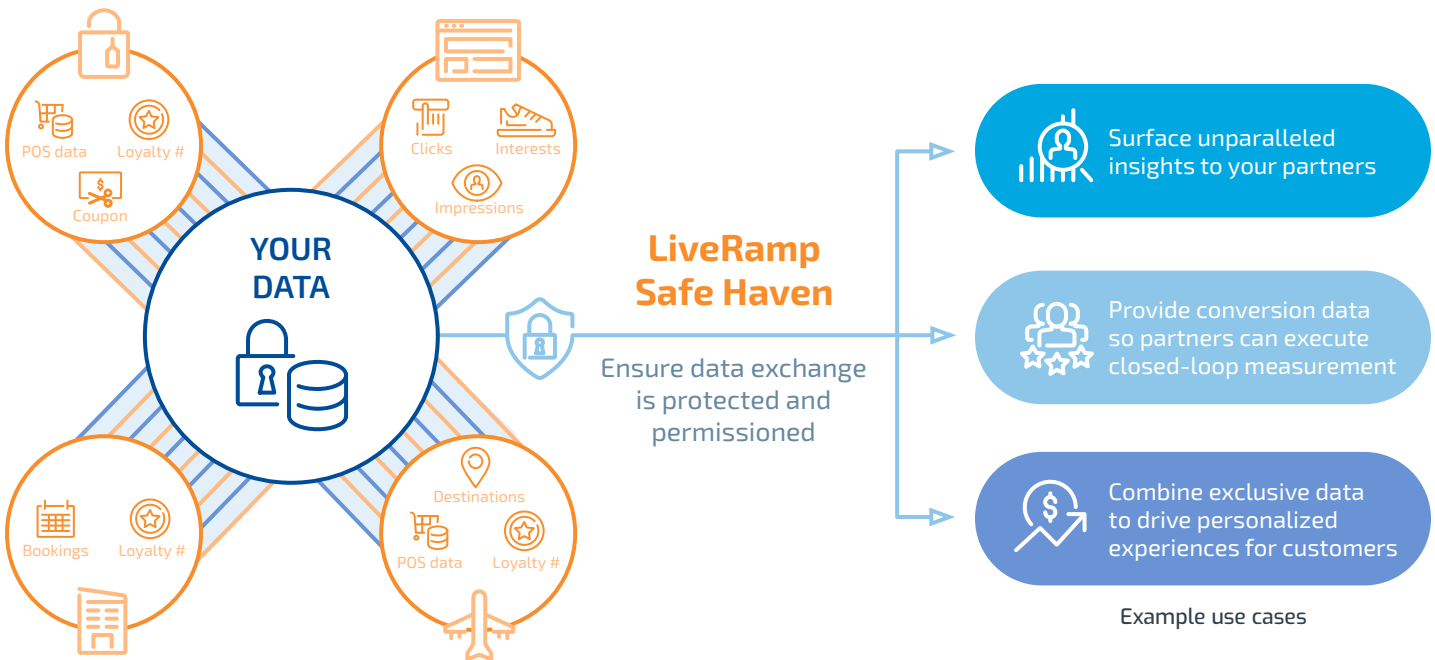


LiveRamp Safe Haven

Harness the power of your ecosystem to build a secure network of data partnerships to maximize the value of your data for you and your partners.

A neutral and privacy-first data collaboration environment

Built on a foundation of data governance, LiveRamp Safe Haven enables businesses to collaborate in a secure and privacy-centric environment. Customers can be confident in providing controlled access to their proprietary data or accessing a partner's proprietary data to execute strategic initiatives that drive business outcomes.



Privacy by Design

- Provide data at the granularity of your choice: taxonomy, audience, and event level
- Personally identifiable information (PII) is anonymized and raw data is never shared
- Control data use by use case: insights, modeling, distribution, reporting, and analytics
- Your data can never be downloaded, It's secure in a virtual desktop lockdown



An Environment Optimized for Data Partnerships

Safe Haven offers robust product features built for the entire enterprise. Enabling campaign managers and data scientists alike to securely access and manage data in a centralized workspace to activate, measure, and derive valuable insights.

People-based features to execute data partnership use cases



Audience Building

Combine your own data with partner data to create and amplify audiences for targeting and personalization



Controlled Activation

Activate your data with pre-approved partners to personalize your messaging to your customers



Measurement

Bring together event-level conversion and exposure data to measure the impact of ad spend



Advanced Insights

Unify disparate data sources to create a complete view of your customer for modeling and analytics

Why LiveRamp

Neutrality

- A neutral Safe Haven for data collaboration between enterprises
- Agnostic to data type with flexible restrictions

Ability to Execute

- LiveRamp is the trusted partner to connect data between enterprises
- Our identity graph allows us to close the loop between online and offline data signals

Security

- GDPR and CCPA compliant for data collaboration
- All data tied to IdentityLinks with no PII in environment
- Data leakage prevention