

Alliant Privacy Promise



Alliant cooperative assets are designed to support analytic insight, with ongoing investment to maintain data integrity and security.

Data Privacy & Security

- SOC II Type 2 Certified
- TAG Certified
- IAB Data Transparency Certified (pending)
- Strict compliance with CCPA, COPPA, CANSPAM, FCRA, self-regulatory marketing guidelines
- Key associates are ANA/DMA certified in data governance
- All consumer and business support data is maintained in a SSAE-16 compliant facility
- All PII data is encrypted
- All prospective Alliant Associates undergo extensive background checks
- Data Governance team oversees appropriate use of data applications
- In-house compliance and privacy officer
- In-house legal counsel, holds Masters in Cybersecurity

CCPA Compliance

- Alliant's data resources and consumer reporting practices comply with CCPA
- The company continues to monitor updates to relevant laws and regulations
- Full capabilities for receiving and sending consumer preference status changes as required by the law
- Working closely with outside counsel, industry trade associations and peer marketing services providers to ensure best practices
- Supporter of Privacy for America



Don't Just Trust Us On Our Word

CERTIFICATIONS



LiveRamp Elite Partner

COMING
SOON

IAB Data Transparency



SOC 2 Type II



TAG

THOUGHT-LEADERSHIP PARTICIPATION

