

# Swoop answers your data privacy compliance questions

## Which privacy regulations do you comply with?

Swoop adheres to all state and federal regulations.

## How do you ensure data anonymization and de-identification?

Swoop creates de-identified audience segments without using any data attributable to individuals or households.

## What level of transparency do you offer to partners and clients?

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## What is your approach to data minimization?

Swoop reduces the amount of data that needs to be collected with its zero-knowledge methodology. No personal or health data needed = no such data residing on Swoop's systems.

## How do you monitor and audit your data practices?

Independent third-party reviews, privacy committee.

## What aspects of your culture demonstrate a commitment to privacy and compliance?

Privacy isn't just a checkbox at Swoop, it's the foundation for how we innovate and build our products for longevity.