

MERIDIAN RETAIL GROUP

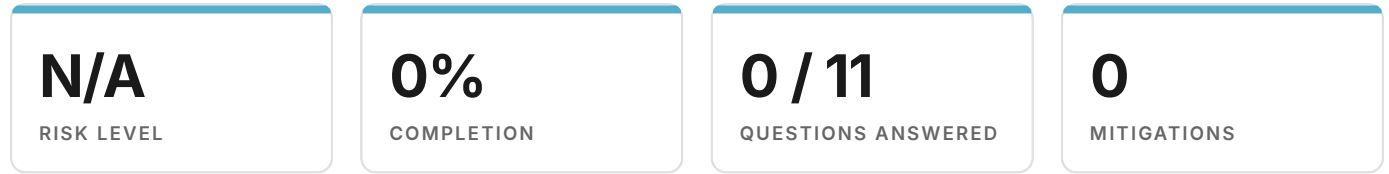
Legitimate Interests Assessment — Tealium

Legitimate Interest Assessment

Generated: 2026-06-30

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Executive Summary



Assessment Type	Legitimate Interest Assessment
Template	Legitimate Interest Assessment v1.0
Status	DRAFT
Started	2026-05-03
Submitted	—
Completed	—
Due Date	—
Linked Activity	Customer Data Unification — Tealium
Linked Vendor	Tealium

Description

Auto-generated: Tealium flagged as high-risk during quickstart import (includes international transfers) (LIA fallback — DPIA requires premium license)

1. Purpose Test

Identify the legitimate interest

0 of 3 questions answered

Q1. What is the legitimate interest being pursued?

REQUIRED

Not yet answered

Q2. Is this interest recognized as legitimate under law?

REQUIRED

Not yet answered

Q3. What benefit does pursuing this interest provide?

REQUIRED

Not yet answered

2. Necessity Test

Assess whether processing is necessary

0 of 2 questions answered

Q1. Is the processing necessary to achieve the interest?

REQUIRED

Not yet answered

Q2. Are there less intrusive ways to achieve the same goal?

REQUIRED

Not yet answered

3. Balancing Test

Balance interests against data subject rights

0 of 4 questions answered

Q1. What is the nature of the data being processed?

REQUIRED

Not yet answered

Q2. Would data subjects reasonably expect this processing?

REQUIRED

Not yet answered

Q3. What is the potential impact on data subjects?

REQUIRED

Not yet answered

Q4. Are there vulnerable individuals affected?

REQUIRED

Not yet answered

4. Safeguards

Document safeguards to protect data subjects

0 of 2 questions answered

Q1. What safeguards are in place to protect data subjects?

REQUIRED

Not yet answered

Q2. Have you provided clear privacy information about this processing?

REQUIRED

Not yet answered