

MERIDIAN RETAIL GROUP

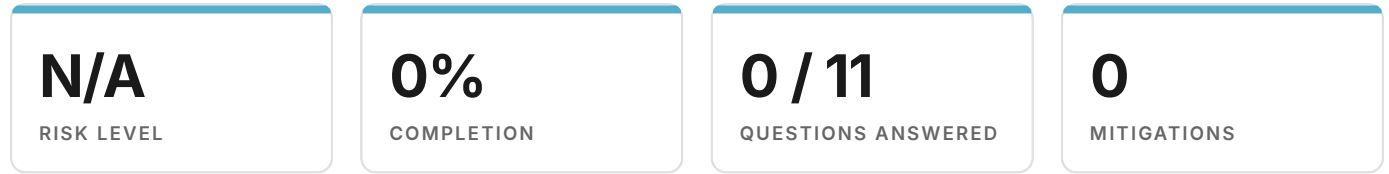
# Legitimate Interests Assessment — mParticle

Legitimate Interest Assessment

Generated: 2026-06-30

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## Executive Summary



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

### Description

Auto-generated: mParticle 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