**Why Use Azure Private Link in a Private Network?**

Even when your applications are deployed within a **private Azure Virtual Network (VNet)**, accessing **Azure PaaS services** such as:

* **Azure Storage**
* **Azure SQL Database**
* **Azure Key Vault**

by default routes traffic over the **public internet**, unless specific configurations are made. To ensure private and secure connectivity, Azure offers **Private Link**, the recommended approach over legacy methods like **Service Endpoints**.

**Key Reasons to Use Azure Private Link**

**1. True Private Access to Azure Services**

Azure PaaS services are accessed through public endpoints by default. To maintain traffic within your private environment, you can use:

* **Service Endpoints** *(legacy option)*
* **Private Link** *(recommended for most use cases)*

**2. No Exposure to the Public Internet**

Private Link maps a PaaS resource to a **private IP address** inside your own VNet, guaranteeing:

* All traffic remains within your private network boundaries
* Communication is isolated and secure
* Mitigation of public endpoint attacks or data leaks

**3. Enhanced Security and Network Control**

With Private Link, you can:

* Enforce **Network Security Group (NSG)** rules to control traffic flow
* Integrate with **Zero Trust security models**
* Use **Private DNS Zones** for seamless name resolution within your network

**4. Cross-VNet and Hybrid Connectivity**

Private Link supports secure access to Azure services:

* From **on-premises networks** using **VPN** or **ExpressRoute**
* From **other VNets**, while keeping the service inaccessible from the public internet

This enables scalable and secure hybrid and multi-VNet architectures.

**5. Compliance and Audit Readiness**

Private Link is particularly valuable for organizations in regulated industries like **finance**, **healthcare**, and **government**, as it helps achieve:

* **Regulatory compliance** by avoiding public internet exposure
* **Auditability** through clearly defined and secure network paths