**Private Endpoint**: A **Private Endpoint** is a network interface that connects securely to Azure services over a Virtual Network (VNet) using a private IP address. It ensures traffic never leaves the private network, enhancing security. It’s used to access PaaS services, such as Azure Storage or SQL Database, privately within the VNet.

**Public Endpoint**: A **Public Endpoint** exposes Azure services to the internet through a public IP address. Services are accessible globally, which can introduce security risks. You typically access resources over the internet unless additional security measures, like firewalls, are implemented.

**Private Link**: **Private Link** enables private connectivity to Azure services via a private IP, ensuring traffic stays within Azure’s network without traversing the public internet. It provides secure, private access to PaaS services by using private endpoints.