**VPC Peering vs. Private Link in Confluent Cloud**

**VPC Peering**

* Direct connection between your VPC and Confluent Cloud's VPC.
* Uses private IPs for communication.
* Requires manual **route table updates** in AWS.
* Works **only within the same region**.
* **Best for:** Low-latency, private connections within AWS.

**Private Link**

* Creates a **private endpoint** in your VPC to access Confluent Cloud.
* Does not require full VPC peering, only exposes specific services.
* No need to modify route tables.
* Supports **cross-region and cross-account connections**.
* **Best for:** Secure, scalable connections with minimal setup.