



CERTIFICATE

no. 415/22

ePrivacyseal GmbH
Große Bleichen 21, 20354 Hamburg, Germany

hereby certifies* that

as determined in the certification decision of 29 September 2022

Affise Technologies Ltd.

Mayfair Business Centre, Spyrou Kyprianou 38, CCS BLDG, Second Floor, office No. 6, 4154
K.Polemidia, Limassol, Cyprus
as a processor in the sense of art. 4(8) GDPR

operates its product or service

„Affise“

version 04/12/2021

as defined in annex 1 and to the exclusion of the processing activities in annex 2 to this certificate

in conformity with the criteria catalogue of ePrivacyseal GmbH, version 3.0 of May 2022.

final audit day: 27/09/2022

next planned monitoring by 21/08/2024

period of validity: 22/08/2022 – 21/08/2024

Annex 1 to certificate no. 415/22

Definition of processing activities

Affise is providing a platform for Affiliate Networks, Marketing Agencies, and Direct Advertisers to manage, track, analyse and optimise online advertising campaigns in real-time. Affise acts as a SaaS Platform which tracks, analyse and automates the work with the marketing campaigns and simplifies the interactions with publishers.

Advertisers have offers they want to promote. Inventory, which means content on Publishers websites or mobile app traffic from users could be used to promote those offers. Users are people on websites or mobile apps that see and may potentially interact with these offers. (e.g. download an app).

Networks clients of Affise are brokers between publishers and advertisers. They use their tenant on the Affise platform to provide their publishers with a menu of offers from a variety of advertisers, and simultaneously provide advertisers opportunities to promote their offers to a variety of publishers. Advertisers provide different offers to the network. Publishers connect those offers to different types of inventory they own or purchase.

Annex 2 to certificate no. 415/22

Excluded processing activities

This evaluation refers only to the above mentioned product and therefore only to the processes in which Affise Technologies Ltd. and its customers are involved. B2B processes between Affise and its customers/clients were not considered within the scope of this evaluation.