



## **CERTIFICATE**

**no. 433/23**

ePrivacyseal GmbH  
Große Bleichen 21, 20354 Hamburg, Germany

hereby certifies\* that

as determined in the certification decision of 23 January 2023

**Lotame Solutions, Inc.**  
8850 Stanford Blvd., Suite 4000, Columbia, MD 21045, United States  
as a processor in the sense of art. 4(8) GDPR

operates its product or service  
**„The Lotame Audience Management Platform“**  
version 16/12/2022

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

final audit day: 23/01/2023  
next planned monitoring by 22/01/2025  
period of validity: 23/01/2023 – 22/01/2025

The certification decision takes place under the validity condition described in Annex 3  
and in conformity with the criteria catalogue of ePrivacyseal GmbH, version 3.0 of May 2022.

## **Annex 1 to certificate no. 433/23**

### **Definition of processing activities**

The Lotame Audience Management Platform is a SaaS data management platform that enables marketers, agencies, online publishers, and other companies worldwide to collect, organise and activate data for online marketing purposes, such as online behavioural advertising and content customization. This data includes information such as the date and time of visits to a website, browser information, IP address, and mobile device IDs. An online publisher might for example send a real-time transaction into the Lotame platform for a browser when the browser's operator clicks on a link about surfing. The Lotame platform will record this activity as an "interested in surfing" data attribute for the profile associated with the web browser, and during processing identify this profile as being in the outdoor sports audience. The online publisher as a client of the Lotame platform may export the outdoor sports audience to an ad serving exchange, and this profile would qualify as a part of this export. The client may then run an advertising campaign targeted against that audience to drive traffic to featured extreme sport content, and the user would qualify to see that ad on inventory served by the exchange.

## **Annex 2 to certificate no. 433/23**

### **Excluded processing activities**

This evaluation refers only to the above mentioned product and therefore only to the processes in which Lotame Solutions, Inc. and its customers are involved. Any processings of B2B data is not within the scope of this evaluation.

### **Annex 3 to certificate no. 433/23**

#### **Validity condition**

The award of the seal is subject to the condition that the necessary consent within the meaning of art. 6(1)(a) GDPR is obtained from the parties responsible for all data processing carried out by Lotame Solutions, Inc.

The seal is awarded on the further validity condition that the lawfulness of the transfer of personal data to a non-EEA country is ensured either by a) an adequacy decision or b) equivalent technical and organisational measures by the applicant that have been approved by the Certification Body.