



CERTIFICATE

no. 448/23

ePrivacyseal GmbH
Große Bleichen 21, 20354 Hamburg, Germany

hereby certifies* that

as determined in the certification decision of 15 June 2023

Zeta Global Corp.

3 Park Avenue, New York, NY 10016, USA
as a processor in the sense of art. 4(8) GDPR

operates its product or service

„Zeta DSP“

version May 2023

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

final audit day: 12/06/2023

next planned monitoring by 28/05/2026

period of validity: 29/05/2023 – 28/05/2026

The certification decision takes place under the validity condition described in Annex 3
and in conformity with the criteria catalogue for the “ePrivacyseal EU” (version 3.0 of May 2022)
of ePrivacyseal GmbH.

Annex 1 to certificate no. 448/23

Definition of processing activities

Zeta Global provides the Zeta DSP platform, enabling their customers to place ads using cutting edge artificial intelligence technology and programmatic buying. The continuously developed technology as available at April 2020 is covered by this technical evaluation.

This evaluation relates only to the above-mentioned product and thus also only to the processes in which Zeta Global and its customers are involved.

Zeta Global ingests end-user data from its advertiser customer as well as from third-party data providers to build targeted advertising profiles, which it then uses on behalf of its advertiser customers to analyse and place bids on impressions through targeted advertising exchanges.

Annex 2 to certificate no. 448/23

Excluded processing activities

Since the scope of this evaluation is restricted to this system to collect, aggregate, and share user data, it does not include the collection, processing and storing of Zeta Global's customer data.

Annex 3 to certificate no. 448/23

Validity condition

The seal is awarded on the validity condition that the parties responsible obtain a valid consent from the user and that valid consent is actually obtained for all data processing carried out by Zeta Global Corp.

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.