



## CERTIFICATE

no. 459/23

ePrivacyseal GmbH  
Große Bleichen 21, 20354 Hamburg, Germany

hereby certifies\* that

as determined in the certification decision of 17 July 2023

**GameAnalytics ApS**  
Pilestræde 58, 2, 1112 Copenhagen K, Denmark  
as a processor in the sense of art. 4(8) GDPR

operates its product or service

**„GameAnalytics“**

version 3 as of 12 March 2023

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

final audit day: 14/07/2023

next planned monitoring by 12/07/2026

period of validity: 14/07/2023 – 12/07/2026

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. 459/23**

### **Definition of processing activities**

GameAnalytics is an analytics platform designed for game development. It allows developers to collect and analyze data about the players' behavior in their games to gain insights that can help improve the player experience and optimize the game.

GameAnalytics' business model is focused on providing analytics services to game developers. GameAnalytics offers developers access to and use of the SDK and webtool for free. The use of the Data Suite, which has more advanced features than the SDK and Webtool, is not free of cost.

### **SDK and Webtool**

GameAnalytics operates on a freemium business model, where the SDK and access to the web tool are provided free of charge to game developers. These services allow developers to collect and analyze user data to gain insights to optimize and improve their games.

GameAnalytics provides an SDK for game developers to track user data.

The SDK collects the following types of data: the user's IP address, connection type, platform, manufacturer, device, OS major and minor, user ID, session ID, session number, Android ID, Google AID, iOS IDFV, iOS IDFA, install timestamp, arrival timestamp, client timestamp, business events, progression events, resource events, design events, error events, and custom fields.

After collection, the user data is sent to backend servers in AWS where it is processed and stored in an AWS S3 bucket. From there, the data is added to a database called Druid, which is hosted by Imply Data. The Druid database is used for the GameAnalytics web tool, which is the dashboard for the game developer. Through the web tool (dashboard), the game developer can view the data for analysis purposes.

### **DataSuite**

GameAnalytics generates revenue by offering paid features collectively referred as DataSuite. These features include the Player Warehouse, Raw Export and the Metrics API.

Player Warehouse: Processes data stored in AWS S3 to perform user-level aggregations. This data is then transferred to Google Cloud Storage and loaded into Google BigQuery in the form of tables.

These tables can be used by customers (game developers) who subscribe to the Player Warehouse service.

Raw Data Export: a service that allows customers (game developers) to transfer raw data from the AWS S3 bucket to their own S3 bucket.

Metrics API: provides an API that directly queries the Druid database. This provides customers (game developers) with direct access to metrics without having to visit the web tool.

## **Annex 2 to certificate no. 459/23**

### **Excluded processing activities**

This evaluation refers only to the above mentioned product and therefore only to the processes in which GameAnalytics ApS and its customers are involved. Only end user data is within the scope of this certification are within the scope of the evaluation. Data from employees, customers or developers are out of scope.

**Annex 3 to certificate no. 459/23**

**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 GameAnalytics ApS.