



CERTIFICATE

no. 290/20

ePrivacyseal GmbH
Große Bleichen 21, 20354 Hamburg, Germany

hereby certifies* that

as determined in the certification decision of 30 July 2020

Eyeota Pte Ltd

12a Upper Circular Rd, Singapore, 058410, Singapore
as a controller in the sense of art. 4(7) GDPR and as a processor in the sense of art. 4(8) GDPR

operates its product or service

„Eyeota Audience Platform“

version September 2019

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 2.1. of May 2018.

final audit day: 21/07/2020

next planned monitoring by 16/07/2021

period of validity: 17/07/2019 – 16/07/2021

Annex 1 to certificate no. 290/20

Definition of processing activities

Eyeota offers their customers with the "Eyeota Audience Platform" a product for the analysis and optimization of online marketing campaigns in the internet. Eyeota helps publishers to build and segment their audience data and then monetise it through the product.

Based on pools of targeting data and the combination of single audience data points with other information about these audiences, Eyeota builds targeting profiles about the audience socio-demographics, purchase intent, and interests. The data is sourced locally from publishers with targeted content and rich audience data sets. In addition, Eyeota works with online and offline data owners to import other audience and consumer insight data into the system.

Eyeota integrates with marketing buying platforms. These include DSPs (Demand Side Platforms), ad exchanges, ad networks, DMPs (Data Management Platforms), data partners and privacy partners.

Annex 2 to certificate no. 290/20

Excluded processing activities

The evaluation relates only to the product mentioned in annex 1 and thus also only to the processes in which Eyeota and its customers are involved.