



Certificate

Nr. 102/16

We hereby certify the compliance of the product

„TUNE attribution analytics“

Version Status: October 2016

provided by TUNE, Inc., a Delaware corporation with its primary place of business at 2200 Western Ave., Suite 200, Seattle, WA, 98121 USA, with the criteria catalogue (German version) of ePrivacyseal GmbH.

Substantial testing results (as an excerpt from the detailed evaluations):

- 1) The technical and legal evaluations conducted between October 2016 and December 2016 have shown that there is no processing of personally identifiable information without consent of the data subject or unless permitted by law (§ 3 Abs.1, § 4 BDSG, 12 ff. TMG).
- 2) The system is based on the use of anonymized data.
- 3) The product is compliant with the requirements of § 11 BDSG concerning sufficient technical and organizational measures.
- 4) To the extent that there are any commissioned data processing agreements, these agreements meet the legal requirements as stipulated in § 11 BDSG.
- 5) The statutory rights of the data subject (§ 12 TMG) are preserved.

The TUNE, Inc. is entitled to use the privacy seal awarded by ePrivacyseal GmbH.

Period of validity: 15.01.2017 – 14.01.2018.

In addition, the licensing conditions of ePrivacyseal GmbH (English version) shall apply.

Hamburg, 9th of December 2016

Prof. Dr. Christoph Bauer
CEO
ePrivacyseal GmbH