



C e r t i f i c a t e

Nr. 234/19

We hereby certify the compliance of the product

„Allspark 3.0 – People and Places Analytics“

Version Status: June 2018

provided by NEAR Pte. Ltd. , 15 Beach Road, Singapore 189677, Singapore, with the criteria catalogue of ePrivacyseal GmbH*.

Description: Near Pte. Ltd. offers its customers the product Allspark 3.0. This product includes a variety of functionalities. The subject of the certification is the function "People and Places Analytics". This includes real-time audience estimation of audiences and activation, media planning and campaign running on mobile devices.

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

- 1) The technical and legal evaluations conducted between September 2018 and March 2019 have shown that the processing of personal data is in accordance with the criteria catalogue of ePrivacyseal GmbH, status May 2018.
- 2) The general principles for the processing of personal data are observed.
- 3) The specified requirements for the legality of the processing are met.
- 4) The product is compliant with the catalogue of criteria concerning sufficient technical and organizational measures.
- 5) To the extent that there are any data processing agreements, these agreements meet the legal requirements of the catalogue of criteria.
- 6) The statutory rights of the data subject are preserved.

NEAR is entitled to use the privacy seal awarded by ePrivacyseal GmbH.

Period of validity: 27/02/2019 – 26/02/2021

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

Hamburg, 19 March 2019

Prof. Dr. Christoph Bauer
CEO
ePrivacyseal GmbH

*ePrivacyseal GmbH is not an approved certification body within the meaning of Art. 42 para. 5 GDPR.