



## **CERTIFICATE**

**no. 350/21**

ePrivacyseal GmbH  
Große Bleichen 21, 20354 Hamburg, Germany

hereby certifies\* that

as determined in the certification decision of 01 June 2021

**Zeta Global Corp.**  
3 Park Avenue, New York, NY 10016, United States  
as a processor in the sense of art. 4(8) GDPR

operates its product or service

**„Zeta DSP“**

version April 2020

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: 28/05/2021

next planned monitoring by 28/05/2023

period of validity: 29/05/2021 – 28/05/2023

## **Annex 1 to certificate no. 350/21**

### **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. 350/21**

**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.