



CERTIFICATE

no. 373/21

ePrivacyseal GmbH
Große Bleichen 21, 20354 Hamburg, Germany

hereby certifies* that

as determined in the certification decision of 29 September 2021

Permutive, Inc.
76-78 Clerkenwell Road, London EC1M 5QA, United Kingdom
as a processor in the sense of art. 4(8) GDPR

operates its product or service

„Permutive 2.0“

version November 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: 27/09/2021

next planned monitoring by 18/08/2023

period of validity: 19/08/2021 – 18/08/2023

Annex 1 to certificate no. 373/21

Definition of processing activities

Permutive, Inc. is a software-as-a-service (SaaS) company that enables publishers and marketers to customize user experiences in real-time across devices. Their software platform "Permutive" is licensed on a subscription basis and is hosted and delivered centrally.

The product "Permutive" is a Data Management Platform (DMP). Publishers and marketers use the platform to:

1. collect and store first-party audience data and import third-party audience data,
2. classify users based on their data into segments,
3. analyze user data to more clearly understand customer intent,
4. activate user data by targeting users based on their segments by connecting to display, search, and social advertising ecosystems.

The main application of the product is currently for publishers selling targeted advertising. Permutive provides increased scale by being real time (segment and activate users from their first pageview) and cookieless.

Annex 2 to certificate no. 373/21

Excluded processing activities

This evaluation refers only to the above mentioned product and therefore only to the processes in which Permutive, Inc. and its customers are involved.