



## **CERTIFICATE**

**no. 383/21**

ePrivacyseal GmbH  
Große Bleichen 21, 20354 Hamburg, Germany

hereby certifies\* that

as determined in the certification decision of 21 December 2021

**Placense Ltd.**  
Yigal Alon St 114 ToHa, Tel Aviv-Yafo, 6492102 Israel

operates its product or service

**„Placense Location Intelligence Platform 2.0“**

version 19/11/2021

as defined in annex 1 and to the exclusion of the processing activities in annex 2 to this certificate.

final audit day: 20/12/2021

next planned monitoring by 19/12/2023

period of validity: 20/12/2021 – 19/12/2023

The certification decision takes place under the validity condition described in Annex 3 and in conformity with the criteria catalogue of ePrivacyseal GmbH, version 2.1. of May 2018.

## **Annex 1 to certificate no. 383/21**

### **Definition of processing activities**

Subject of this evaluation is the product "Placense Location Intelligence Platform 2.0", which is based on collecting pseudonymized mobile location data (GPS) from third-party sources, such as apps, and turning this data into anonymized location insights.

The manufacturer and operator Placense Ltd. is a Business Intelligence (BI) company providing Location Intelligence to customers across different verticals and personas (e.g. real estate brokers, retailers, out-of-home advertisers, city managers etc.).

The company analyzes and productizes location data to generate anonymous statistics and geo-visualization with the final goal of applying market research to generate audience insights. This location data is bought from third-parties and includes mobile location data, but also building polygons and other GIS information.

The data is aggregated, anonymized, visualized and analyzed, in order to provide location-based foot traffic statistics to businesses and organisations. Customers receive data only after it has been aggregated and anonymized.

The products include a wide range of services, from simple data sheets in a csv format to complex SaaS platforms allowing self-analysis of said data. In most cases, Placense provides a project-based software as a service (SaaS) dashboard with custom interpretations.

## **Annex 2 to certificate no. 383/21**

### **Excluded processing activities**

The following processing activities were not in the scope of this evaluation:

- B2B processes between the company and its customers were not taken into account in this assessment.
- The use of the product website is not subject of this evaluation.
- The TOM of data providers / app operators, who are themselves controllers, were not examined.

**Annex 3 to certificate no. 383/21**

**Validity condition**

The award of the seal is subject to the condition that the necessary consent within the meaning of art. 6(1)(a) GDPR is obtained from the parties responsible for all data processing carried out by Placense Ltd.