



CERTIFICATE

no. 387/22

ePrivacyseal GmbH
Große Bleichen 21, 20354 Hamburg, Germany

hereby certifies* that

as determined in the certification decision of 24 January 2022

NEAR Pte. Ltd.

15 Beach Road, Singapore 189677
as a controller in the sense of art. 4(7) GDPR

operates its product or service

„Allspark 3.0“

version 27/08/2021

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

final audit day: 24/01/2022

next planned monitoring by 26/08/2023

period of validity: 27/08/2021 – 26/08/2023

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. 387/22

Definition of processing activities

NEAR's SaaS Product Allspark 3.0 (Allspark) gives B2B customers instant access to advanced analytics and marketing. NEAR offers customers (Agencies & Enterprises) the possibility to create audience segments based on the online and offline activity of the users. Customers can engage with those audiences by serving ads. NEAR uses data from various sources, including ad exchanges and Server-Side platforms (SSP's), Apps and other data providers where the consent of the data users are taken by the publishers or by the exchanges.

Allspark uses data from its data pool that comes from a variety of sources, that are held in a data pool and which can be categorised as follows:

- a) data provided by NEAR's paying customers themselves, including data obtained by NEAR from a variety of sources including ad exchanges, server-side platforms (SSPs), and apps, at the specific direction and with the authorisation of those customers
- b) data purchased by NEAR independently from its customers from a variety of third-party sources ("NEAR's data partners")
- c) data provided by previous customers (see (a) above) that is "re-used" for NEAR's subsequent customers

Annex 2 to certificate no. 387/22

Excluded processing activities

NEAR relies on partners for collecting and supplying data, including obtaining consent, which it then processes. The methods of data collection by these partners were not examined in this evaluation.

B2B processes between NEAR and its customers were not part of this evaluation.

Only the interaction and data exchange between NEAR and end users are being evaluated in this audit.

Annex 3 to certificate no. 387/22

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 NEAR Pte. Ltd.