



Certificate

Nr. 105/16

We hereby certify the compliance of the product

„KruX DMP: The Intelligent Marketing Hub“

Version Status: December 2016

provided by KruX Digital LLC, 181 South Park #2, San Francisco, CA 94107, with the criteria catalogue (EU version) of ePrivacyseal GmbH.

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

- 1) The technical and legal evaluations conducted between December 2016 have shown that there is no processing of personally identifiable information without consent of the data subject or unless permitted by law (Article 7 of Directive 95/46/EC).
- 2) The system is based on the use of anonymized data.
- 3) The product is compliant with the requirements of Article 17 of Directive 95/46/EC concerning sufficient technical and organizational measures.
- 4) To the extent that there are any commissioned data processing agreements, these agreements meet the legal requirements as stipulated in Article 17 of Directive 95/46/EC.
- 5) The statutory rights of the data subject (Articles 12, 14 of Directive 95/46/EC) are preserved.

KruX Digital LLC is entitled to use the privacy seal awarded by ePrivacyseal GmbH.

Period of validity: 19.11.16 – 18.11.18.

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

Hamburg, 23rd of December 2016

Prof. Dr. Christoph Bauer
CEO
ePrivacyseal GmbH