



Certificate

Nr. 124/17

We hereby certify the compliance of the product

„smartclip AddressableTV Plattform“

Version Status: 2017

provided by smartclip Holding AG, Kleiner Burstah 12, 20457 Hamburg, Germany, 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 July 2016 and February 2017 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.

smartclip is entitled to use the privacy seal awarded by ePrivacyseal GmbH.

Period of validity: 14.03.2017 – 13.03.2019

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

Hamburg, 15th of March 2017

Prof. Dr. Christoph Bauer
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ePrivacyseal GmbH