



## **CERTIFICATE**

**no. 466/23**

ePrivacyseal GmbH  
Große Bleichen 21, 20354 Hamburg, Germany

hereby certifies\* that

as determined in the certification decision of 19 September 2023

**Adjust GmbH**  
Saarbrücker Straße 37A, 10405 Berlin, Germany  
as a processor in the sense of art. 4(8) GDPR

operates its product or service  
**„Attribution & Audience Builder“**  
version 25 July 2023

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 for the “ePrivacyseal EU” (version 3.0 of May 2022)  
of ePrivacyseal GmbH.

final audit day: 06/09/2023  
next planned monitoring by 04/05/2025  
period of validity: 05/05/2023 – 04/05/2025

## **Annex 1 to certificate no. 466/23**

### **Definition of processing activities**

With the general “attribution” product, Adjust GmbH offers a business intelligence platform for app publishers which combines attribution, analyses and store statistics. Adjust helps the clients to track marketing performance across all advertising sources such as in-app ads, mobile web ads, email campaigns, Google UAC, Facebook mobile app install ads or QR codes by matching users to campaigns. Adjust supports several attribution methods based on how a user interacts with the advertisement and the quality of their engagement.

With adjust’s “Audience Builder” you can create laser-like retargeting campaigns by building audiences that the client can share with its networks. It offers the client an infinite look back into the client’s data, a wide array of available filters for users in every vertical, the ability to splice up an audience into groups, integrations with key measurement partners and the ability to share audiences via dynamic links that update in real time.

## **Annex 2 to certificate no. 466/23**

### **Excluded processing activities**

This evaluation refers only to the above mentioned product and therefore only to the processes in which Adjust and its customers are involved. Custom-events-Funktionalität in Attribution and Audience Builder are not within the scope of the evaluation.