



CERTIFICATE

no. 472/24

ePrivacyseal GmbH
Burchardstr. 14, 20095 Hamburg, Germany

hereby certifies* that

as determined in the certification decision of 09.01.2024

SambaTV, Inc.
118 King Street, San Francisco, CA 94107, USA

as a controller in the sense of art. 4(7) GDPR

operates its product or service

“Audience” and “Measurement”

version September 2023

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

final audit day: 09/01/2024

next planned monitoring by 23/10/2025

period of validity: 24/10/2023 – 23/10/2025

The certification decision takes place under the validity condition described in Annex 3
and in conformity with the criteria catalogue for the “ePrivacyseal EU” (version 3.0 of May 2022)
of ePrivacyseal GmbH.

Annex 1 to certificate no. 472/24

Definition of processing activities

Samba TV is a television analytics and research company started in 2008.

Samba TV is headquartered in San Francisco, California and has affiliates in Europe and Asia. Samba TV partners with TV OEM's. In the EEA it has partnered with LG, Sony, TPV and Vestel. Through its partnership Samba TV embeds its software on televisions. If the data subject consents and opts into Samba Interactive TV, the software allows Samba TV to collect the content viewership and device information. Samba TV monetizes the viewership and device information through its Audience and Measurement Products. Samba TV's Audience product allows advertising clients to target consumers with ads based on their TV viewership history.

Samba TV's Measurement products provide its advertising clients with research and analytics regarding the effectiveness of their ad campaigns and insights into the audiences they reached. Specifically Samba TV has three principals Measurement products:

Audience Discovery, Broadcast Conversion Rate, and Verified Tune-In Rate.

Product Audience: Samba TV's "Audience" product is an advertising service for advertisers and agencies. Samba TV manages advertising campaigns with custom audience segments based on TV viewership data collected from smart TVs which feature its app and are opted in.

Product Measurement: Samba TV's "Measurement" product consists of research and reporting on TV viewership. Samba TV reports on the total reach and frequency of specific TV events, including programming and advertisements (Total Reach and Frequency), and they offer demographic insights for TV audiences such as age and gender (Audience Discovery). In addition, Samba TV analyse conversion from TV to web and mobile (Broadcast Conversion Rate), as well as web and mobile to TV (Verified Tune-in Rate), thereby determining the performance of advertising campaigns.

Annex 2 to certificate no. 472/24

Excluded processing activities

This evaluation refers only to the above mentioned product and therefore only to the processes in which SambaTV, Inc. and its customers are involved.

Annex 3 to certificate no. 472/24

Validity condition

The seal is awarded on the validity condition that the responsible parties obtain a valid consent from the user and that valid consent is actually obtained for all data processing carried out by SambaTV, Inc.

The seal is awarded on the further validity condition that the lawfulness of the transfer of personal data to a non-EEA country is ensured either by a) an adequacy decision or b) equivalent technical and organisational measures by the applicant that have been approved by the Certification Body.