



CERTIFICATE

no. 451/23

ePrivacyseal GmbH
Große Bleichen 21, 20354 Hamburg, Germany

hereby certifies* that

as determined in the certification decision of 21 June 2023

Virtual Minds GmbH
Ellen-Gottlieb-Straße 16, 79106 Freiburg im Breisgau, Germany

operates its product or service

„Adition“

version as of 20 April 2023

as defined in annex 1 to this certificate

in conformity with the criteria catalogue for the Vendor Compliance Seal (version 1.0 of July 2022)
of ePrivacyseal GmbH.

final audit day: 20/06/2023

next planned monitoring by 19/06/2026

period of validity: 20/06/2023 – 19/06/2026

Annex 1 to certificate no. 451/23

Definition of processing activities

ADITION (Virtual Minds GmbH) is a provider of high-quality technology solutions for automated, data-based digital marketing across all channels from a central enterprise platform. The target group of marketers are publishers who can manage their campaigns and generate reports via a campaign management tool (UI/SOAP).

The integration of ADITION adserving typically takes place on the publisher's website via AdTag. This AdTag is enriched with information such as advertising space, user, context, bid recommendations or technical parameters and sent via HTTPS to the endpoint of the ad server.

Within the ad server system, a pseudonymous user identifier is used to access the DMP (Data Management Provider), tagging or frequency capping store in order to obtain further information about the user or the previous delivery of campaigns.

The DMP store is typically supplied with data from the publisher itself or other data providers on the basis of a pseudonymous user identifier via data feed.

The tagging store also contains profile data on the user, but the data is transported to ADITION via a request from the corresponding website.

On the basis of this information, the campaign is selected (including the evaluation of incoming bid requests) whose targeting criteria apply, taking into account optimisation for price and the delivery target of the campaign.

The selected advertising material is delivered to the website as a response of the AdTag and displayed on the page.

The advertising medium itself consists of code/assets hosted by ADITION or a 3rd-party ad tag. In the case of 3rd-party AdTags, another (agency) AdServer is called up on the browser side, which hosts the actual advertising material (code/assets).

For performance accounting, reporting, advertising success measurement, fraud or debugging, ad request, click, event or tagging calls are logged and made available for reporting.

This evaluation refers only to the above mentioned product and therefore only to the processes in which Virtual Minds GmbH and its customers are involved.