C E R T I F I C A T E

no. 464/23

ePrivacyseal GmbH

Große Bleichen 21, 20354 Hamburg, Germany

hereby certifies* that

as determined in the certification decision of 28 August 2023

Mobvista Inc.

43rd and 44th Floor, East Tower of Top Plaza, 222-3 Xingmin Road

Zhujiang New Town, Tianhe District, Guangzhou, China

as a processor in the sense of art. 4(8) GDPR

operates its product or service

„Mintegral Mobile Ad Platform"

version 2 February 2023

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

final audit day: 16/07/2023

next planned monitoring by 18/03/2026

period of validity: 19/03/2023 – 18/03/2026

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.

*ePrivacyseal GmbH is not an accredited certification body within the meaning of art. 42(5) GDPR.

Annex 1 to certificate no. 464/23

Definition of processing activities

The Mintegral Mobile Ad Platform (MTG) consists of an advertising service for advertisers to promote their products or services, and a monetization service for publishers to sell their ad inventory and to help them increase their advertising income. This service is powered by the Mintegral SDK.

Mintegral acts an ad platform contracting with advertisers helping them serve ads in the ad inventory provided by Mintegral's supply- side partners (e.g. publishers that develop mobile apps, ad exchange platforms, etc.). Mintegral International Limited, Mintegral North America Inc. and Adlogic Technology Pte. Ltd. act together and do not have separate roles. They are different entities that sign contracts with customers from different regions. Mintegral also acts as a monetization platform contracting with developers buying ad inventory from developers and helping them monetize the ad inventory within their mobile apps, or contracting with ad exchanges to buy ad inventory from ad exchange platforms.

When an End User visits a mobile application that includes the Mintegral SDK, the application sends an advertising request to Mintegral and Mintegral receives the End User's personal information (e.g., device ID, advertising ID, IP address, etc., see details in Section 3 Privacy Policy of the Mintegral Service at https://www.mintegral.com/en/privacy/#privacy-Services) through Mintegral's SDK to display advertisements to the End User.

When the end user interacts with the ads (i.e. views the ads, clicks on the ads) served by Mintegral, Mintegral will collect such interaction information as well as corresponding device information (e.g. device id, advertising id, etc.) via Mintegral's SDK, or other technologies (e.g. API), for purpose of transferring such data to advertisers for ads attribution and billing of advertisers. The data that Mintegral collects and shares with the advertiser for the purposes of ad attribution and settlement is based on the advertiser's instructions. This means that not all types of data need to be collected. The advertiser provides the instruction about which of the data to collect is required. A typical example of sent instructions from the advertiser is a list of device data that Mintegral has to collect.

Before launching an advertising campaign offered by an Advertiser, a technical integration will be performed by Mintegral with the Advertiser (see the file "Mintegral Advertiser Integration Instructions" for more details). During the technical integration, the advertiser provides Mintegral with a tracking URL that specifies the types of personal information Mintegral must collect from end users and share with advertisers.

After Mintegral transfers this personal information, Advertisers provide feedback to Mintegral when a particular End User installs the App promoted by the Ad, which means that the Advertiser provides Mintegral with information about an End User's installation. Such transfer of data from advertiser to Mintegral is for the purpose of ad attribution and billing.

Annex 2 to certificate no. 464/23

Excluded processing activities

This evaluation refers only to the above mentioned product and therefore only to the processes in which Mobvista and its customers are involved. The following processing activities are not within the scope of this evaluation:

- Processing of the personal information of employees of Mintegral clients.
- Email marketing targeting employees of Mintegral customers.

Annex 3 to certificate no. 464/23

Validity condition

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

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.