



## **C e r t i f i c a t e**

**Nr. 80/16**

We hereby certify the compliance of the product

**„Lotame DMP“**

**Version Status: February 2016**

provided by Lotame Solutions, Inc., 8850 Stanford Boulevard Suite 4000, Columbia, MD 21045, 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 May and July 2016 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.

Lotame Solutions, Inc. is entitled to use the privacy seal awarded by ePrivacyseal GmbH.

Term: 27.7.2016 – 26.7.2018.

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

Hamburg, 28th of July 2016

Prof. Dr. Christoph Bauer  
CEO  
ePrivacyseal GmbH