



CERTIFICATE

no. 293/20

ePrivacyseal GmbH
Große Bleichen 21, 20354 Hamburg, Germany

hereby certifies* that

as determined in the certification decision of 21 August 2020

zeotap GmbH
Mehringdamm 32–34, 10961 Berlin, Germany
as a controller in the sense of art. 4(7) GDPR

operates its product or service
„Targeting, Insight, Connect, Data Manager“
version 15 July 2020

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 of ePrivacyseal GmbH, version 2.1. of May 2018.

final audit day: 21/08/2020
next planned monitoring by 06/04/2022
period of validity: 07/04/2020 – 06/04/2022

Annex 1 to certificate no. 293/20

Definition of processing activities

Targeting

The user has access to the webpage / app / signs a contract with the relevant Data Provider and at that point receives all the information on the possible collection of data and related purposes.

Depending on the type & business of Data Provider, the user is asked to give consent for such processing activities and for sharing data with third party companies (including zeotap) for targeted advertisement purposes and data analytics. In case the Data Provider is a Publisher this can be done with the Cookie Banner and/or a Consent Management Platform. In case the Data provider is an App, this can be done when creating the profile and logging in. In case the Data Provider is a Brand and is collecting data offline, this can happen when signing the contract. There can be additional ways, i.e. signing up for a newsletter, through additional opt-ins/additional terms of use of a loyalty program etc. The process differs depending on the type of a data provider. The user can exercise its right directly asking the Data Partner or through the ways provided by zeotap in its privacy policy.

Insight

See Targeting. The user is informed and gives consent for data analytics conducted by third parties including zeotap). The user can exercise its right directly asking the Data Partner or through the ways provided by zeotap in its privacy policy.

Connect

Before giving consent, the Brand informs (usually in their privacy policy) the Users on the relevant processing activities: the User is informed that its data are collected and shared with third party companies (including zeotap) for purposes of targeting advertising, data matching, data activation, audience verification. As we are acting as data processors, the Brand might not share our name with the Users but the user is informed of the categories of the recipients and can ask more detailed information. The users can exercise their rights asking directly through the Brand. Those data are used exclusively for the Brand and no other client / partner of zeotap would have access to such data. The only case in case other party may have access to the data is in case the Brand shared cookies/ad IDs with zeotap and it wishes to activate it (as a segment or a part of a segment) via zeotap's channel partners.

Data Manager

See explanation on Connect.

Annex 2 to certificate no. 293/20

Excluded processing activities

zeotap ID+ is out of scope and all processing activities connected to this product.