



CERTIFICATE

no. 416/22

ePrivacyseal GmbH
Große Bleichen 21, 20354 Hamburg, Germany

hereby certifies* that

as determined in the certification decision of 29 September 2022

Zeotap GmbH
c/o WeWork, Stresemannstraße 123, 10963 Berlin, Germany
as a controller in the sense of art. 4(7) GDPR

operates its product or service
„CDP, Zeotap Data and ID+“
version 22 September 2022

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

final audit day: 27/09/2022
next planned monitoring by 30/09/2024
period of validity: 01/10/2022 – 06/04/2024

The certification decision takes place under the validity condition described in Annex 3
and in conformity with the criteria catalogue of ePrivacyseal GmbH, version 3.0 of May 2022.

Annex 1 to certificate no. 416/22

Definition of processing activities

CDP (Customer Data Plattform)

CDP is a Customer Data Platform that enables zeotap's clients to collect, unify, segment and activate customer data while putting privacy and compliance front-and-centre. Zeotap CDP solves two key problems in sequential order: (1) a unified consented customer view that (2) supports key marketing goals: improve operational efficiency, customer acquisition, customer growth and customer retention.

Zeotap Data

Zeotap Data encompasses zeotap's products that use third party data (Identity Resolution/Data Enrichment/Targeting). Zeotap Data is a data asset designed for Europe, delivering quality without compromising on data privacy. People-based and deterministic, it is composed of over 500 million unique IDs from over 130 providers, refreshed daily to ensure reliable quality. Created specifically for the challenging data privacy conditions of Europe, Zeotap Data includes only fully-consented data.

ID+

ID+ is a global universal identity solution from Zeotap to deliver audience reach without the help of third-party cookies or MAIDs (Mobile ad IDs. Universal IDs are shared, persistent identifiers that connect users across the digital marketing ecosystem. They're designed to safeguard the future of identity and addressability when third-party cookies are deprecated in 2023. ID+ connects publishers, advertisers and both buy-side and sell-side platforms together to form a new ecosystem for the cookieless future.

Annex 2 to certificate no. 416/22

Excluded processing activities

Services outside the European Economic Area are out of scope.

Annex 3 to certificate no. 416/22

Validity condition

The award of the seal is subject to the condition that the necessary consent within the meaning of art. 6(1)(a) GDPR is obtained from the parties responsible for all data processing carried out by Zeotap GmbH.

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.