C E R T I F I C A T E

no. 455/23

ePrivacyseal GmbH

Große Bleichen 21, 20354 Hamburg, Germany

hereby certifies* that

as determined in the certification decision of 26 June 2023

Roq.ad GmbH

Taubenstrasse 26, 10117 Berlin, Germany

as a controller in the sense of art. 4(7) GDPR

operates its product or service

„Roq.ad Identity Graph Solution" and „Roq.ad Data Onboarding"

version 22 May 2023

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

final audit day: 22/06/2023

next planned monitoring by 21/06/2025

period of validity: 22/06/2023 – 21/06/2025

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. 455/23

Definition of processing activities

Roqad is an Identity Resolution technology company that helps customers by mapping most of the known online identifiers to individuals. Roqad collects and aggregates different online identifiers to create probabilistic identity graphs. Roqad provides a comprehensive view of all IDs associated with individuals and households, thereby empowering marketers for targeting, analytics and attribution projects.

Roqad provides two products:

1. **Roqad Identity Graph Solution**

   Roqad is an Identity Resolution technology company that helps customers by mapping most of the known online identifiers to individuals. Roqad collects and aggregates different online identifiers to create probabilistic identity graphs. Roqad provides a comprehensive view of all IDs associated with individuals and households, thereby empowering marketers for targeting, analytics and attribution projects.

2. **Roqad Data Onboarding – LINK**

   LINK is a deterministic data onboarding service, where Roqad can translate client Hashed Email Addresses (HEMs) into Mobile advertising IDs (MAIDs), Cookies and IP addresses in large volumes in the US and EU and vice versa. Data onboarding strengthens and activates customer databases (offline or CRM data). Roqad takes that customer offline data online and makes the most of it in the digital environment. In order to make this "merging" possible, there has to be a match between the specific user's profile and their online activity. Data onboarding provides such a match and enables you to see customers online.

Annex 2 to certificate no. 455/23

Excluded processing activities

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

Annex 3 to certificate no. 455/23

Validity condition

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