



## CERTIFICATE

no. 479/24

ePrivacyseal GmbH  
Burchardstr. 14, 20095 Hamburg, Germany

hereby certifies\* that

as determined in the certification decision of 04 April 2024

**zeotap GmbH**  
c/o WeWork, Stresemannstr- 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 as available 29/02/2024

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

final audit day: 04/04/2024

next planned monitoring by 06/04/2026

period of validity: 04/04/2024 – 06/04/2026

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.

## **Annex 1 to certificate no. 479/24**

### **Definition of processing activities**

Zeotap is a SaaS Customer Data Platform used by customers across different sectors (retailers, telcos etc.) to unify, enrich and activate their customer data on third party platforms for marketing campaigns. Product in scope are: CDP, Zeotap Data and ID+.

CDP (Customer Data Platform) 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.

It has the following products: Connect, Collect, User360, Consent Analytics, Symphony, Predictive Audiences (Envision) and API Suite (for more information regarding these products see below).

Zeotap Data (named in the past "Zeotap Fuel") 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 Fuel includes only fully-consented data.

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). It is a solution to identify users by associating them with some kind of a persistent identifier rather than a device. Zeotap's ID+ solution is trying to map this persistent ID of the user with online identifiers like email address and phone number. This solution will be able to target users across various websites. For more detailed information see [240222\\_Organisation and product overview.pdf](#).

**Annex 2 to certificate no 479/24**

**Excluded processing activities**

Services outside the European Economic Area.

### **Annex 3 to certificate no. 479/24**

#### **Validity condition**

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

The seal is awarded on the further 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.