



CERTIFICATE

no. 337/21

ePrivacyseal GmbH
Große Bleichen 21, 20354 Hamburg, Germany

hereby certifies* that

as determined in the certification decision of 23 March 2021

Mobvista Inc.

43rd and 44th Floor, East Tower of Top Plaza, 222-3 Xingmin Road, Zhujiang New Town,
Tianhe District, Guangzhou, China
as a controller in the sense of art. 4(7) GDPR

operates its product or service

„Nativex“

version 30/11/2020

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: 18/03/2021

next planned monitoring by 18/03/2023

period of validity: 19/03/2021 – 18/03/2023

Annex 1 to certificate no. 337/21

Definition of processing activities

Nativex acts as an ad network contracting with advertisers helping them serve ads in the ad inventory provided by Nativex's supplied side partners (e.g. other ad network, or Mintegral). In the meanwhile, Nativex also acts as an ad network contracting with other ad networks buying ad inventory from them. Nativex does not have its own SDK which can integrate with the developer's app, to obtain ad request and serve ads to the ad inventory, and to directly collect personal data from end users. Nativex only purchases ad inventory from other ad networks. It do not serve programmatic ads to ad inventory by itself. It may be its partnered ad networks or other business partners of them serving ads to end users.

From the end users' perspective, Nativex is not the ads provider and Nativex does not serve ads to end users directly. Nativex only passes the ad campaigns to other networks and request them to help serving the ads of Nativex's advertisers. If an end user views or clicks an ad, the partnered ad network will collect the information (by itself or from its business partners e.g. developer of app) and transfers to Nativex and Nativex transfers to advertiser. When an end user installs an app, the advertiser will collect the information and transfers to Nativex, and then Nativex may transfers to its partnered ad network. But no matter in which context, end users does not have direct relationship with Nativex.

Annex 2 to certificate no. 337/21

Excluded processing activities

All B2B processes in connection with the product certified and the possibly personal data collected therein were not subject of the evaluation.