



CERTIFICATE

no. 380/21

ePrivacyseal GmbH
Große Bleichen 21, 20354 Hamburg, Germany

hereby certifies* that

as determined in the certification decision of 7 December 2021

adjust GmbH
Saarbrücker Straße 36, 10405 Berlin, Germany
as a processor in the sense of art. 4(8) GDPR

operates its product or service
„ Attribution, Audience Builder & Unbotify“
version 29 November 2021

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 (EU Version), version 2.1. of May 2018.

final audit day: 06/12/2021
next planned monitoring by 07/12/2023
period of validity: 08/12/2021 – 07/12/2023

Annex 1 to certificate no. 380/21

Definition of processing activities

With “Attribution”, “Audience Builder” and “Unbotify” adjust GmbH offers a business intelligence platform for app publishers which combines attribution, analyses, fraud prevention and store statistics.

With the general “attribution” product, adjust GmbH offers a business intelligence platform for app publishers which combines attribution, analyses and store statistics. Adjust helps the clients to track marketing performance across all advertising sources such as in-app ads, mobile web ads, email campaigns, Google UAC, Facebook mobile app install ads or QR codes by matching users to campaigns. Adjust supports several attribution methods based on how a user interacts with the advertisement and the quality of their engagement.

With the adjust’s “Audience Builder” you can create laser-like retargeting campaigns by building audiences that the Client can share with its networks. It offers the Client an infinite look back into the Client’s data, a wide array of available filters for users in every vertical, the ability to splice up an audience into groups, integrations with key measurement partners and the ability to share audiences via dynamic links that update in real time.

The “Unbotify” uses user information and device interaction signals to detect fraudulent behaviour (ad fraud).

Annex 2 to certificate no. 380/21

Excluded processing activities

This evaluation refers only to the above mentioned product and therefore only to the processes in which adjust GmbH and its customers are involved. Custom events in Attribution and Audience Builder were not considered within the scope of this evaluation.