



CERTIFICATE

no. 384/21

ePrivacyseal GmbH
Große Bleichen 21, 20354 Hamburg, Germany

hereby certifies* that

as determined in the certification decision of 21 December 2021

Samba TV, Inc.
118 King Street, San Francisco, CA 94107, USA
as a controller in the sense of art. 4(7) GDPR

operates its product or service

“Audience” and “Measurement”

version September 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, version 2.1. of May 2018.

final audit day: 20/12/2021

next planned monitoring by 23/10/2023

period of validity: 24/10/2021 – 23/10/2023

Annex 1 to certificate no. 384/21

Definition of processing activities

Samba TV is a television analytics and research company which is headquartered in San Francisco, California and has affiliates in Europe and Asia.

Samba TV partners with TV OEM's. In the EEA it has partnered with LG, Sony, TPV and Vestel. Through its partnership Samba TV embeds its software on televisions. If the data subject consents and opts into Samba Interactive TV, the software allows Samba TV to collect the content viewership and device information. Samba TV monetizes the viewership and device information through its Audience and Measurement products.

Samba TV's "Audience" product is an advertising service for advertisers and agencies. Samba TV manages advertising campaigns with custom audience segments based on TV viewership data collected from smart TVs which feature its app and are opted in.

Samba TV's "Measurement" product consists of research and reporting on TV viewership. Samba TV reports on the total reach and frequency of specific TV events, including programming and advertisements (total reach and frequency), and they offer demographic insights for TV audiences such as age and gender (Audience Discovery).

In addition, Samba TV analyse conversion from TV to web and mobile (broadcast conversion rate), as well as web and mobile to TV (verified tune-in rate), thereby determining the performance of advertising campaigns.

Annex 2 to certificate no. 384/21

Excluded processing activities

This evaluation refers only to the above mentioned products and therefore only to the processes in which Samba TV, Inc. and its customers are involved.