



CERTIFICATE

No. 477/24

ePrivacyseal GmbH
Burchardstr. 14, 20095 Hamburg, Germany

hereby certifies* that

as determined in the certification decision of 23 February 2024

Virtual Minds GmbH
Ellen-Gottlieb-Str. 16 D-79106 Freiburg im Breisgau, Germany

operates its product or service
„The ADEX“
Product as made available on 31.01.2024

as defined in annex 1 to this certificate

in conformity with the criteria catalogue for the Vendor Compliance Seal version 2.2 (of 30.09.2023)
of ePrivacyseal GmbH.

final audit day: 23/02/2024
next planned monitoring by 22/02/2027
period of validity: 23/02/2024 – 22/02/2027

Annex 1 to certificate no. 477/24

Definition of processing activities

The ADEX DMP enables customers, agencies, content producers or other data owners to collect their data centrally in one place, segment and profile it and then make it usable for many different purposes or monetize it via DSPs and trading desks. The primary goal is to store data (including real-time data) centrally and in compliance with data protection regulations - in compliance with the EU's ePrivacy Directive - in the DMP. The ADEX DMP not only stores collected data, but also enriches it into complete profiles and adds it to advertising-relevant segments.

The following sources are used to collect the query data described below:

- Email: Product, type of offer, opening rates
- Mobile: interests, buying intent
- Landing pages: Interests, buying intent, demographic characteristics
- Display: Interests, buying intent, demographic characteristics
- Customer websites: Interests, buying intent, demographic characteristics