



CERTIFICATE

no. 391/22

ePrivacyseal GmbH
Große Bleichen 21, 20354 Hamburg, Germany

hereby certifies* that

as determined in the certification decision of 16 March 2022

LoopMe UK Limited
9th Floor 107 Cheapside, London, United Kingdom, EC2V 6DN
as a controller in the sense of art. 4(7) GDPR

operates its product or service

„AdTech platform“

version 22/02/2022

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

final audit day: 15/03/2022

next planned monitoring by 15/03/2024

period of validity: 16/03/2022 – 15/03/2024

The certification decision takes place under the validity condition described in Annex 3 and in conformity with the criteria catalogue of ePrivacyseal GmbH, version 2.2. of August 2021.

Annex 1 to certificate no. 391/22

Definition of processing activities

LoopMe provides Interest Based Advertising (IBA) services to end users (readers) who interact with advertisements served by LoopMe on behalf of LoopMe's advertisers.

In order to serve personalised and interesting ads to end users LoopMe requires unique online or device identifiers, IP address and other usage information. This information is required in order for LoopMe to obtain an understanding of what an end user might be interested in based on an end user's interactions with advertisements served by LoopMe across LoopMe's network.

LoopMe's services can be summarised as follows:

- 1) LoopMe providing managed services for advertisers and agencies to buy media and delivering their ad campaigns while optimizing for agreed performance KPIs.
- 2) LoopMe running an (oRTB) exchange product connecting supply and demand partners
- 3) LoopMe providing data services to partners, listed below:
 - a. LoopMe collecting user feedback via online surveys run on the LoopMe products, the collected user feedback is then shared with a client in the form of an audience segment the client may or may not use for buying own media via 3rd party systems
 - b. LoopMe offering audience segments to clients (via audience distribution partners like Liveramp)
 - c. LoopMe offering outcome measurement services to clients, where the client either runs a LoopMe media tracking tag, or shares a log file with data of users exposed to the client's campaign, and LoopMe then matching exposed users to measured outcome events (eg. user pressed "buy" button on website, or "user visited location x").

Annex 2 to certificate no. 391/22

Excluded processing activities

This evaluation refers only to the above mentioned product and therefore only to the processes in which LoopMe UK Limited and its customers are involved. The US services are not within the scope of this evaluation.

Annex 3 to certificate no. 391/22

Validity condition

The certification is issued on the condition that LoopMe's customers and data partners obtain valid consent from end users for the subsequent processing of the end users' data by LoopMe.