



CERTIFICATE

no. 437/23

ePrivacyseal GmbH
Große Bleichen 21, 20354 Hamburg, Germany

hereby certifies* that

as determined in the certification decision of 24 February 2023

Deep Media Technologies GmbH
Hohe Bleichen 8, 20354 Hamburg, Germany
as a processor in the sense of art. 4(8) GDPR

operates its product or service

„Deep Advertising Platform (DAP)“

version as of 30/01/2023

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

final audit day: 22/02/2023

next planned monitoring by 04/02/2025

period of validity: 19/03/2023 – 04/02/2025

The certification decision takes place under the validity condition described in Annex 3
and in conformity with the criteria catalogue of ePrivacyseal GmbH, version 3.0 of May 2022.

Annex 1 to certificate no. 437/23

Definition of processing activities

The Deep Media Advertising Platform (DAP) operates as a digital media management, media optimization and analytics system. It is connected via API to all major digital media channels and uses algorithmic deep learning and predictive optimization as central approach.

Deep Media customers (advertisers) place a Javascript tag (Advertiser Tag) generated by the Deep Advertising Platform to their websites. This Advertiser Tag calls tracking pixels of various third-party online marketing services which are integrated with DAP. Customer can select which services should be triggered and obtains consent for each service from end users via their CMPs.

The platform's user interface shows consolidated statistical analytics data gathered from Advertiser Tag and these third-party online marketing services. Data transfer is realized by using the Deep Media's or customer's API login credentials with the services, and which allows Deep Media and the customer to manage its online advertising campaigns by defining audience segments, advertising channels etc. Hashed tracking cookie IDs are available for maintenance purposes for admins.

Additionally, the Advertiser Tag sets its own cookie, which does not contain any Deep Media identifiers and which is exclusively used to manage third-party tracking pixel integrations and for statistical purposes. Finally, Deep Media Technologies creates log files (not containing IP addresses) for analytics and maintenance purposes.

Customers cannot access any third-party log-level data (i.e. the log-level data collected by a third-party online marketing service selected by the customer through the Deep Advertising Platform. Also, Deep Media Technologies itself does not process any identifiers that are connected to high-precision geodata.

Annex 2 to certificate no. 437/23

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.

Annex 3 to certificate no. 437/23

Validity condition

The award of the seal is subject to the condition that the necessary consent within the meaning of art. 6(1)(a) GDPR is obtained from the parties responsible for all data processing carried out by Deep Media Technologies GmbH.

The seal is awarded on the further validity condition that the lawfulness of the transfer of personal data to a non-EEA country is ensured either by a) an adequacy decision or b) equivalent technical and organisational measures by the applicant that have been approved by the Certification Body.