



CERTIFICATE

no. 449/23

ePrivacyseal GmbH
Große Bleichen 21, 20354 Hamburg, Germany

hereby certifies* that

as determined in the certification decision of 19 June 2023

SLACE GmbH
Ackerstraße 3e, 10115 Berlin, Germany

operates its product or service

„SLACE Conversational Marketing Platform“

version as of 14 April 2023

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 for the “ePrivacyseal EU” (version 3.0 of May 2022)
of ePrivacyseal GmbH.

final audit day: 16/06/2023

next planned monitoring by 15/06/2026

period of validity: 16/06/2023 – 15/06/2026

Annex 1 to certificate no. 449/23

Definition of processing activities

SLACE operates and licenses the Conversational Marketing Platform under the “Software as a Service” business model.

The SLACE Conversational Marketing Platform is being accessed and used by two main actors: consumers and (business) users. Consumers are end customers of the business clients (e.g. retailers), like shoppers visiting a supermarket interacting with the platform by using the various entry points mentioned later. Users are employees of the direct customers / clients of SLACE who are making use of the platform to build the various interaction possibilities with their consumers.

The platform is operating in Google Cloud with a server location in Frankfurt and the data is also being persisted there. Blue Focus, their IT partner for developing and maintaining the platform with all its technical components, have access to the platform in Google Cloud (they are operating from Poland). Some data is also being transferred to the Sales CRM and Marketing system HubSpot. **The data processing of Hubspot and Google is not part of the certification.**

Annex 2 to certificate no. 449/23

Excluded processing activities

This evaluation refers only to the above mentioned product and therefore only to the processes in which SLACE GmbH and its customers are involved.

The following processings are not within the scope of the evaluation:

- Marketing Website of SLACE
- The data processing of Hubspot and Google