



CERTIFICATE

no. 408/22

ePrivacyseal GmbH
Große Bleichen 21, 20354 Hamburg, Germany

hereby certifies* that

as determined in the certification decision of 29 September 2022

Aspiegel SE
1F, Simmonscourt House, Ballsbridge, Dublin, D04 W9H6, Ireland
as a controller in the sense of art. 4(7) GDPR

operates its product or service

„Huawei Ads“
version 3.4.46

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 3.0 of May 2022.

final audit day: 30/09/2022

next planned monitoring by 15/07/2024

period of validity: 16/07/2022 – 15/07/2024

Annex 1 to certificate no. 408/22

Definition of processing activities

Aspiegel SE offers a variety of mobile services to their customers. Huawei Ads is a solution for advertisers to distribute and manage their ad inventory for Huawei devices and Apps which integrated the Huawei Ads SDK and for Publisher / Developer which want to enable advertisement in their Apps, manage ad spaces and monetization.

The scope of this evaluation is limited to the version of Huawei Ads as it is provided by Aspiegel to users in the European Union (EU)/European Economic Area (EEA).

The following functions are subject to this evaluation:

1. Ads SDK

SDK which can be implemented in apps to enable Huawei Ads workflows

2.Consent SDK

Managing consent for personalised advertising through Huawei Ads SDK

3. SSP

Platform for Publisher / Developer to manage the advertising on their apps

4. ADX

Exchange entity between Publisher / Developer selling ad-space and Advertisers buy those spaces and filling them with their ads

5. DSP

Platform for advertisers to manage and distribute their ads on available ad-spaces

6. DMP

Data Warehouse for all relevant information regarding Huawei Ads Process / Platform

7. Ad Personal

Segmentation of user data

8. Ad Recommendation

Display suited ads to users

9. BI Report

Persist statistical data about user-ad behaviour

Annex 2 to certificate no. 408/22

Excluded processing activities

The following functions and/or services and/or product-versions are not subject to this evaluation and have not been reviewed by the experts:

1. HUAWEI Ads as it is provided to users outside the EU/EEA.
2. The usage of personal data by Aspiegel or any of their affiliates or 3rd parties for purposes like - but not restricted to:
 - any BI application or AI learning
 - customer relationship management and customer care
 - support and communication
 - conducting customer surveys and customer complaint handling
 - maintenance, problem diagnosis and fixing
 - software and system updates
 - direct user identification

This includes also any back-end services and processes which relate to the a.m. operations.

3. Third-Party apps, that may interact with Huawei Ads or any other Huawei services or third party services or service providers connected or associated with or using Huawei Ads.
4. Other mobile services provided by Aspiegel or any of their affiliates or any 3rd parties, that may interact with Huawei Ads. This also includes, among other things, the behaviour of and data coming from or processed by publishers.
5. The usage of the EU/EEA-version of Huawei Ads outside of the EU/EEA.
6. Examination of TOMs of any processor or controller apart from T-Systems data center.
7. Children or age verification.
8. Third party integrations or platforms.
9. Processings related to or using 3rd party tracking platforms.
10. Processings in connections with Suppliers, Advertisers Developer or Publishers out of the EU/EEA or and data processing of 3rd parties.
11. Any usage of the EU/EEA-version of Huawei Ads by users, which have registered outside of the EU/EEA.