



## **CERTIFICATE**

**no. 501/25**

ePrivacyseal GmbH  
Burchardstr. 14, 20095 Hamburg, Germany

hereby certifies\* that

as determined in the certification decision of 04 March 2025

### **INSIDER PTE. LTD**

1 Scotts RD, #24-10, Singapore 228208  
as a processor in the sense of art. 4(8) GDPR

operates its product or service

### **"Insider Growth Management Platform" "MindBehind"**

version as available 09/12/2024

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

final audit day: 04/03/2025

next planned monitoring by 15/12/2026

period of validity: 16/12/2024 – 15/12/2026

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

## **Annex 1 to certificate no. 501/25**

### **Definition of processing activities**

Insider is a SaaS platform that in the context of online advertising. It offers a subscription based Marketing Automation, A/B Testing & Personalization, Recommendation for its partners to integrate this into their websites and create personalized campaigns. The data collected by the Insider platform is not used for other products or contexts and is only shared with the named processors.

MindBehind enables brands and retailers to deliver end-to-end shopping experiences within messaging applications like WhatsApp.

## **Annex 2 to certificate no. 501/25**

### **Excluded processing activities**

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

Out of scope:

- \*The website of the applicant is not part of the evaluation.
- \*Associated technologies or services which work with the product or rely on it.
- \*Third-party applications (Whatsapp etc.)
- \*Compliance with the EU AI Act (Regulation 2024/1689)

### **Annex 3 to certificate no. 501/25**

#### **Validity condition**

The seal is awarded on the validity condition that the publisher/controller responsible obtain a valid consent from the user and that valid consent is actually obtained for all data processing carried out by Insider.

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.