



CERTIFICATE

no. 503/25

ePrivacyseal GmbH
Burchardstr. 14, 20095 Hamburg, Germany

hereby certifies* that

as determined in the certification decision of 22 April 2025

BlueZoo, Inc.
325 Sharon Park Drive, Suite 940, Menlo Park, CA 94025, US

as a processor in the sense of art. 4(8) GDPR

operates its product or service

"BlueZoo Count, Analyze, Convert, Flow & Party Squasher"
version as available 06/03/2025

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 2023)
of ePrivacyseal GmbH.

final audit day: 22/04/2025

next planned monitoring by 21/01/2027

period of validity: 22/01/2025 – 21/01/2027

Annex 1 to certificate no. 503/25

Definition of processing activities

BlueZoo develops and distributes a SaaS product that is sold to out-of-home advertisers and retailers to measure audiences of signage, both static and digital. Advertisers and retailers use these measurements to determine the impact of their signage and to set prices for advertising media displayed on the signage. Measurements and derived analytics are delivered only to the party that deploys the sensors and are not resold to other parties.

The product delivers accurate, privacy-protecting, and cost-efficient measurement of the presence and movement of people, including occupancy, dwell time, unique visitors, and traffic flow. BlueZoo calculates audience size by using the presence of mobile phones as a proxy for people. Sensors report the Wi-Fi probes sent from spontaneously from smartphones. BlueZoo sensors are delivered as custom hardware, but can also be deployed as firmware-only on third-party hardware.

BlueZoo's purpose-built dashboard is used to manage sensors and visualize analytics. Users derive insights from fine-grain data that are recorded in a cloud-based data warehouse and from real time alerts.

BlueZoo Count measures "visitors" at a moment in time and aggregates the number of "visits" over a period of time.

BlueZoo Analyze delivers more advanced insights to decision makers. Measurements include visitor dwell time, window conversion, unique visitors, and unique visitor recurrence. These metrics allow business to understand the aggregate behavior of all visitors.

BlueZoo Convert measures foot traffic between locations that may be any distance apart, and is normally configured to accumulate data over several days or weeks. One application of Convert is to measure the "drive-to-store" impact of advertising on consumer foot traffic. First, traffic is measured to establish a baseline. Then, after advertising is put in place, traffic is remeasured to quantify the impact—and value—of the advertising campaign.

BlueZoo Flow measures foot traffic over the course of a single day to track the consumer journey from place to place in areas like airports or malls. Following consumer walking patterns in aggregate helps marketers better understand consumer behavior and facilities managers better use public spaces.

Party Squasher™ measures the occupancy of a single-family rental property in real time. It is designed for short-term rental managers who want to be alerted to any large gathering at a property. Party Squasher uses exactly the same sensor hardware and most of the same SaaS software as the other BlueZoo products.

Annex 2 to certificate no. 503/25

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.