



## CERTIFICATE

no. 507/25

ePrivacyseal GmbH  
Burchardstr. 14, 20095 Hamburg, Germany

hereby certifies\* that

as determined in the certification decision of 27.05.2025

**Adjust GmbH**  
Saarbrücker Str. 37A, 10405 Berlin, Deutschland  
as a processor in the sense of art. 4(8) GDPR

operates its product or service

**„Attribution & Audience Builder “**

version as available 25/03/2025

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

final audit day: 27/05/2025

next planned monitoring by 04/05/2027

period of validity: 05/05/2025 – 04/05/2027

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. 507/25**

### **Definition of processing activities**

With the general “attribution” product, adjust GmbH offers a business intelligence platform for app publishers which combines attribution, analyses and store statistics. Adjust helps the clients to measure marketing performance across all advertising sources such as in-app ads, mobile web ads, email campaigns, Google UAC, Facebook mobile app install ads or QR codes by matching users to campaigns. Adjust supports several attribution methods based on how a user interacts with the advertisement and the quality of their engagement.

With adjust’s “Audience Builder” you can create laser-like retargeting campaigns by building audiences that the client can share with its networks. It offers the client an infinite look back into the client’s data, a wide array of available filters for users in every vertical, the ability to splice up an audience into groups, integrations with key measurement partners and the ability to share audiences via dynamic links that update in real time.

**Annex 2 to certificate no. 507/25**

**Excluded processing activities**

Custom-events-functionality in Attribution and Audience Builder.