



CERTIFICATE

no. 513/25

ePrivacyseal GmbH
Burchardstr. 14, 20095 Hamburg, Germany

hereby certifies* that

as determined in the certification decision of 17 July 2025

Roq.ad GmbH
Karl-Liebknecht-Str. 32, 10178 Berlin, Germany
as a controller in the sense of art. 4(7) GDPR

operates its product or service

"Roq.ad Identity Graph Solution" and "Roq.ad Data Onboarding"

version available on 18 Jun 2025

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

final audit day: 17/07/2025

next planned monitoring by 21/06/2027

period of validity: 22/06/2025 – 21/06/2027

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. 513/25

Definition of processing activities

Roqad is an Identity Resolution technology company that helps customers by mapping most of the known online identifiers to individuals. Roqad collects and aggregates different online identifiers to create probabilistic identity graphs.

Note that Roqad is NOT launching another Universal Identifier, but provides a comprehensive view of all IDs associated with individuals and households, thereby empowering marketers for targeting, analytics and attribution projects.

We provide our clients the Probabilistic Multi ID Graph, which allows them to understand customer behavior across multiple devices.

Roqad helps solve the problems of addressability and device churn by using machine learning to make probabilistic matches of different identifiers for individuals and households. This means that advertisers can use Roqad's technology to spread their campaigns effectively to reach their target groups on every device that is connected to the Internet.

Data collected by the product to be certified is not used in another context.

Roqad is a privacy-compliant identity resolution technology company offering data products designed to enhance advertising, analytics, and audience targeting. Its core offering is the Roqad Identity Graph Solution, which probabilistically links various online identifiers to individuals and households using machine learning.

Annex 2 to certificate no. 513/25

Excluded processing activities

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

Out of Scope

- Out of scope is any subject, data flow, data types, third party provider or any other information that has not been described in this evaluation.
- Specifically, the processing of B2B data as well as Roq.ad's Daily Browsing Feed Solution are out of scope.

Annex 3 to certificate no. 513/25

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 Roq.ad GmbH.

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.