



CERTIFICATE
no. 482/24

ePrivacyseal GmbH
Große Bleichen 21, 20354 Hamburg, Germany

hereby certifies* that

as determined in the certification decision of 07 May 2024

AppsFlyer Ltd.

Maskit 14, Hertzliya, Israel
as a processor in the sense of art. 4(8) GDPR

operates its product or service

"AppsFlyer Mobile Attribution Analytics"
version as available 06 Febr. 2024

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

final audit day: 07 May 2024

next planned monitoring by 08 Febr. 2027

period of validity: 08 Febr. 2024 – 07 Febr. 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. 482/24

Definition of processing activities

AppsFlyer is a mobile attribution and analytics platform on a Software as a Service (SaaS) basis. AppsFlyer's customers use the platform for optimization of advertising campaigns. Events in an app published by an AppsFlyer customer are correlated with ads shown in partner networks (like Facebook or X, formerly Twitter). This way AppsFlyer customers can easily generate insights which ad campaign drives their users and also what is the actual life time value of a user. These insights can be viewed on a dashboard or used via APIs provided by AppsFlyer.

AppsFlyer is a a business to business service provider and provides their product to customers as a data processor. The data subjects are customers' end users. The data subjects download a customer's app and then the AppsFlyer SDK is activated and receives end user data from the app dependent on the settings of customer (consent, age gates, etc). The SDK is only fired upon the choice of the customer, who is at liberty to install the SDK in accordance with the jurisdictions in which they operate and based on their own decisions. Which personal data is collected depends on the customer's decision. The customer configures the product to collect personal data of their interest. Contractually restricted data includes all data classified as "sensitive" or special categories under global data protection regulations. Customers must refrain from transmitting any information that goes beyond the technical identifiers permitted by the SDK.

The data is stored encrypted on GCP and AWS data centers in EU. For technical support, the Israeli Product team can access the data based on adequacy. Local teams (AppsFlyer subsidiaries) generally service local customers, and access controls are on 'least privilege' basis. Customers can decide to be marked in the systems as "EU-only".

AppsFlyer's customers integrate the AppsFlyer Mobile Attribution Analytics service in their own mobile apps. Due to the integration, they can use the following AppsFlyer functionalities:

User Acquisition Attribution

Attribute every app install to the marketing campaign and media source that drove that install. Attribution numbers match up thanks to AppsFlyer's automated deduplication and configurable attribution windows.

Retargeting Attribution

Customers can discover which re-marketing campaigns and media sources are successfully re-engaging their users. They can quantify the value of this re-engagement with in-app events to measure and improve their retargeting ROI.

TV Attribution

Customers can attribute installs to their broadcast TV campaigns easily and effectively. This functionality integrates with WyWy, Tvty, TVSquare, Shazam and Adalyser integrations.

Deep Linking with OneLink

Customers can create a single deep link that sends every user to the optimal destination, across every platform. This reduces clicks and creates better conversion paths.

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AppsFlyer receives end-user data in two different ways:

- Directly via the mobile device, if an app developer integrates the AppsFlyer SDK in the app. In this case, the app is sending the data directly to the AppsFlyer Web Handlers.
- Indirectly via Server to Server Calls. The data will be sent from the Customers Backend to AppsFlyer. This case is used if the customer aggregates the data by themselves or just is not using the AppsFlyer SDK but is collecting event data from the app by themselves.

Annex 2 to certificate no. 482/24

Excluded processing activities

This evaluation relates only to the above-mentioned product and thus also only to the processes in which AppsFlyer Ltd. and its customers end users are involved.

B2B processes between AppsFlyer Ltd. and its customers were not considered within the scope of this evaluation.

Annex 3 to certificate no. 482/24

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 COMPANY.

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.