



## **CERTIFICATE**

**no. 361/21**

ePrivacyseal GmbH  
Große Bleichen 21, 20354 Hamburg, Germany

hereby certifies\* that

as determined in the certification decision of 26 July 2021

**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 31/05/2021

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

final audit day: 23/07/2021

next planned monitoring by 07/02/2024

period of validity: 08/02/2021 – 07/02/2024

The certification decision takes place under the validity condition described in Annex 3  
and in conformity with the criteria catalogue of ePrivacyseal GmbH, version 2.1. of May 2018.

## **Annex 1 to certificate no. 361/21**

### **Definition of processing activities**

AppsFlyer is a mobile attribution and analytics platform on a Software as a Service (SaaS) basis. The customer of AppsFlyer are using 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 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.

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. 361/21**

### **Excluded processing activities**

This evaluation refers only to the above mentioned product and therefore 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. 361/21**

**Validity condition**

The seal is awarded on the validity condition that the controller responsible obtains a valid consent from the user and that valid consent is actually obtained for all data processing carried out by AppsFlyer Ltd.