



CERTIFICATE

no. 475/24

ePrivacyseal GmbH
Burchardstr. 14, 20095 Hamburg, Germany

hereby certifies* that

as determined in the certification decision of 31/01/2024

Placense LTD
Yigal Alon St 114 ToHa,
Tel Aviv-Yafo,
6492102 Israel

as a controller in the sense of art. 4(7) GDPR

operates its product or service

„Placense Location Intelligence Platform 2.0“

version as available 16/12/2023

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

final audit day: 31/01/2024

next planned monitoring by 19/12/2025

period of validity: 20/12/2023 – 19/12/2025

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. 475/24

Definition of processing activities

Placense is a Business Intelligence (BI) company providing Location Intelligence to customers across different verticals and personas (e.g. real estate brokers, retailers, out-of-home advertisers, city managers etc.).

Essentially, we analyze and productize location data to generate anonymous statistics and geo-visualization with the end goal of applying market research to generate audience insights. This location data is bought from third-parties and includes mobile location data, but also building polygons and other GIS information.

The data is aggregated, anonymized, visualized and analyzed, in order to provide location-based foot traffic statistics to businesses and organisations.

Our products include a wide range of services, from simple data sheets in a csv format to complex SaaS platforms allowing self-analysis of said data. In most cases, we provide a project-based software as a service (SaaS) dashboard with custom interpretations.

Whichever type of product we sell, customers are exposed to the data only after it has been aggregated and anonymized.

We currently have no plans to provide products and services outside the location intelligence market, especially not personalized advertisement, as this would undermine our business USP. It is worth noting that the location data is received with a lag of 4 days, thus preventing a usage for real-time advertisement even if this was our intend.

Annex 2 to certificate no. 475/24

Excluded processing activities

Out of scope

- * B2B processes between the company and its customers were not taken into account in this assessment.
- * The use of the product website is not subject of this evaluation.
- * The TOM of data providers / app operators, who are themselves controllers, were not examined.

Annex 3 to certificate no. 475/24

Validity condition

The seal is awarded on the validity condition that the 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 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.