



## **CERTIFICATE**

**no. 452/23**

ePrivacyseal GmbH  
Große Bleichen 21, 20354 Hamburg, Germany

hereby certifies\* that

as determined in the certification decision of 20 June 2023

**Virtual Minds GmbH**  
Ellen-Gottlieb-Straße 16, 79106 Freiburg im Breisgau, Germany

operates its product or service  
**„Active Agent (DSP)“**  
version as of 20 April 2023  
as defined in annex 1 to this certificate

in conformity with the criteria catalogue for the Vendor Compliance Seal (version 1.0 of July 2022)  
of ePrivacyseal GmbH.

final audit day: 20/06/2023  
next planned monitoring by 19/06/2026  
period of validity: 20/06/2023 – 19/06/2026

## **Annex 1 to certificate no. 452/23**

### **Definition of processing activities**

Active Agent (Virtual Minds GmbH) offers the Demand Side Platform (DSP), the first and only fully-fledged omnichannel DSP on the German market. As an innovative marketing technology for consistent value-oriented media buying based on freely selectable bidding strategies, the Active Agent DSP enables advertisers and agencies to make controlled, automated media purchases (display, video, audio, mobile) for all channels and end devices.

The Active Agent DSP is technologically based on the Adition ad serving system at many points, especially in the areas of targeting, banner delivery, hosting and campaign selection. In the programmatic call chain, a call is made to an SSP (Supply Side Platform) on the publisher's website. The SSP in turn makes bid requests to a DSP via OpenRTB protocol and transmits information about the advertising space, user, context or technical information to the endpoint of the DSP.

Within Active Agent, pseudonymous user identifiers are used to access the DMP (Data Management Provider), tagging or frequency capping store to obtain further information about the user or the previous delivery of campaigns. The DMP store is supplied with data from advertisers or publishers on the basis of a pseudonymous user identifier via data feed. The tagging store also contains profile data on the user, but the data is transported via a request from the advertiser's or publisher's website.

Based on this information, the campaign is selected which corresponds to your targeting criteria, taking into account price optimisation and optimisation for the delivery target of the campaign.

The selected ad is delivered with the bid price to the SSP, which in turn delivers the best-priced ad back to the website/publisher as a bid recommendation in an auction.

The advertising medium itself consists of code/assets hosted by ADITION or a 3rd-party ad tag. In the case of 3rd-party AdTags, another (agency) AdServer is called up on the browser side, which hosts the actual advertising material (code/assets).

Auction, won auctions, ad requests, clicks and events are logged and made available for reporting for performance accounting, reporting, advertising success measurement, fraud or debugging.

With Cross Device Optimisation, households or requests of the same user from different devices can be recognised by means of probabilistic procedures, so that the delivery is subsequently optimised by assigning segments or limiting the delivery frequency.

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