



CERTIFICATE

no. 465/23

ePrivacyseal GmbH
Große Bleichen 21, 20354 Hamburg, Germany

hereby certifies* that

as determined in the certification decision of 28 August 2023

Mobvista Inc.

43rd and 44th Floor, East Tower of Top Plaza, 222-3 Xingmin Road
Zhujiang New Town, Tianhe District, Guangzhou, China
as a processor in the sense of art. 4(8) GDPR

operates its product or service

„Nativex“

version 10 February 2023

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

final audit day: 16/07/2023

next planned monitoring by 18/03/2026

period of validity: 19/03/2023 – 18/03/2026

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. 465/23

Definition of processing activities

Nativex (NX) acts as an advertising network that contracts with advertisers to help them serve ads in the advertising inventory provided by Nativex's vendor-side partners (e.g., other ad networks or Mintegral). Mobvista International Technology Limited, Adlogic Technology Pte. Ltd., Eurocore B.V., Advertter Technology Co Limited, Mobvista (India) Limited Liability Partnership, Marketlogic Technology Limited, Nativex Singapore Pte. Ltd., Nativex Japan Co. Ltd. act together and do not have separate roles. They are different entities that sign contracts with customers from different regions. The difference between Nativex's advertising business and Mintegral's mobile advertising platform is that Nativex does not have its own SDK that can be integrated into the developer's app to receive ad requests and serve ads to the ad inventory and directly collect personal data from end users. Mintegral is a programmatic platform for mobile advertising, while Nativex is not. Nativex buys ad inventory from other ad networks. Nativex does not serve programmatic ads for ad inventory. Partner networks or other Nativex business partners serve ads to end users.

Annex 2 to certificate no. 465/23

Excluded processing activities

This evaluation refers only to the above mentioned product and therefore only to the processes in which Mobvista and its customers are involved. The following processing activities are not within the scope of this evaluation:

- Processing of the personal information of employees of Nativex clients.
- Email marketing targeting employees of Nativex customers.

Annex 3 to certificate no. 465/23

Validity condition

The seal is awarded on the validity condition that the parties responsible obtain a valid consent from the user and that valid consent is actually obtained for all data processing carried out by Mobvista.

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.