

Data Processor Records

All of dataxu's subprocessors

The nature and purpose of processing

The Personal Data Processed by Data Processor may only be processed at dataxu's instruction, and in compliance with applicable privacy laws. Processing activities include providing support and maintenance to dataxu and/or their respective end users.

Types of data processed include:

Geographic location; type of device used (e.g. Blackberry, Android, iPhone, Windows phone, iPad, Kindle Fire); IP address; device ID; other device or SIM unique identifiers (e.g. IMEI / IMSI numbers); mobile advertising identifiers (e.g. IDFA on iPhone, Google adID on Android); cookie data; pixel data; and online browsing behaviour.

| Subprocessor | Address | Privacy Policy |
|-------------------------------|--|---------------------------------------|
| AppNexus | 28 W 23rd St, New York, NY 10010 | AppNexus Policy |
| Bidswitch/IPONWEB | 19 West 24th Street, 6th Floor, New York, NY 10010 | Bidswitch Policy |
| Facebook | Menlo Park, California, US | Facebook Policy |
| Freewheel/Stickyads (Comcast) | 301 Howard Strreet, 19th Floor, San Fransico CA 94105 | Comcast Policy |
| Google | 1600 Amphitheatre Parkway, Mountain View, CA 94043 | Google Policy |
| Improve Digital | Danzigerkade 215, 1013AP Amsterdam | Improve Policy |
| Index Exchange | 20 W 22nd St #1101 New York, NY 10010 | Index Exchange Policy |
| Media.net | 45 W 34 St. 8FI NY NY 10001 | Media.net Policy |
| OpenX | 584 Broadway, Suite 808 New York, NY 10012 | OpenX Policy |
| PubMatic | 229 West 43rd Street, 7th Floor New York, NY 10036 | Pubmatic Policy |
| Pulsepoint | 360 Madison Ave, New York, NY 10017 | Pulsepoint Policy |
| Rubicon Project | 180 MADISON AVENUE, 14TH FLOOR, NEW YORK, NY 10016 | Rubicon Policy |
| ShareThrough | 24th Floor, 275 7th Ave, New York, NY 10001 | ShareThrough Policy |
| Smaato | 240 Stockton St, 10th Floor, San Francisco, CA 94108 | Smaato Policy |
| Sonobi | 915 Broadway, Suite 1802, New York, NY 10010 | Sonobi Policy |
| SpotX | 8181 Arista Place, Broomfield CO 80021 | SpotX Policy |
| Tremor/Telaria | 1501 Broadway, Suite 801, New York, NY 10036 | Tremor Policy |
| Twitter/MoPub | 1355 Market Street, Suite 900, San Francisco, CA 94103 U.S.A | Twitter Policy |
| Wide Orbit | 1600 Battery Street, Ste. 300, San Fransisco, CA 94111 | Wide Orbit Policy |
| Oath (AdapTV/One by AOL) | 701 First Avenue, Sunnyvale, CA 94089 | Oath Policy |
| GoodData | 660 3rd Street, San Francisco, CA 94107 | GoodData Policy |

dataxu.com

281 Summer Street, 4th Floor, Boston, MA 02210

1.857.244.6200 | @dataxu

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|-----------------------------|---|--------------------------------------|
| Cardlytics | 675 Ponce de Leon Ave NE, Suite 6000 Atlanta, GA 30308 | Cardlytics Policy |
| Foursquare | 50 W 23rd St, New York, NY 10010 | Foursquare Policy |
| Placed | 1501 Fourth Avenue, Suite 2500 Seattle, WA 98101 | Placed Policy |
| Visual IQ | 75 2nd Avenue #330, Needham, MA 02494 | Visual IQ Policy |
| Axciom | 3rd Floor, 3 Burlington Woods Dr., Burlington, MA 01803 | Axciom Policy |
| Affinity Answers | 8920 Business Park Dr., Suite 250, Austin, TX 78759 | Affinity Policy |
| Bombora | 257 Park Avenue, S #6, New York, NY 10010 | Bombora Policy |
| ComScore | 11950 Democracy Drive, Suite 600, Reston, VA 20190 | ComScore Policy |
| Cross Pixel | 229 West 28th St. #400, New York, NY 10001 | Cross Pixel Policy |
| CueblIQ | 45 West 27th Street, 3rd Floor, New York, NY 10001 | CueblIQ Policy |
| Experian | 475 Anton Blvd., Costa Mesa, CA 92626 | Experian Policy |
| Eyetoa | 5 Martin Place, Level 14 Sydney NSW 2000 | Eyota Policy |
| Factual | 1999 Ave of the Stars, Los Angeles, CA 90067 | Factual Policy |
| IRI | 150 North Clinton Street, Chicago, IL 60661-1416 | IRI Policy |
| Kantar Media | 11 Madison Avenue, 12th FLR, New York, NY 10010 | Kantar Media Policy |
| LiveRamp | 114 5th Avenue #700, New York, NY 10011 | LiveRamp Policy |
| MasterCard Advisors | 2000 Purchase Street, Purchase, NY 10577 | MasterCard Policy |
| Pacific Data Partners | 800 5th Avenue, Suite 4100, Seattle, WA 98104 | Pacific Data Policy |
| Skyhook | 41 Farnsworth Street, Boston, MA 02210 | Skyhook Policy |
| Tapad | 60 Madison Avenue, 3rd Floor, New York, NY 10010 | Tapad Policy |
| TruSignal | 650 California Street, 4th Floor, San Francisco, CA 94108 | TruSignal Policy |
| Visual DNA | Camden Lock Market Chalk Farm Rd., London NW1 8AB, UK | Visual DNA Policy |
| Ziff Davis | 28 East 28th Street, New York, NY 10016 | Ziff Davis Policy |
| Oracle | 10 Van de Graaf Drive, Burlington, MA 01803 | Oracle Policy |
| Salesforce DMP (f/k/a Krux) | One Market, Suite 300, San Francisco, CA 94105 | Salesforce Policy |
| Lotame | 440 9th Avenue, Floor 15, New York, NY 10001 | Lotame Policy |
| Exelate (Nielsen) | 7 West 22nd Street, 9th Floor, New York, NY 10010 | Exelate Policy |
| Adobe | 345 Park Avenue, San Jose, California 95110-2704 | Adobe Policy |
| Amazon Web Services | P.O. Box 81226, Seattle, WA 98108-1226 | Amazon Web Policy |
| IBM Softlayer | 1 New Orchard Road, Armonk, NY 10540 | IBM Softlayer Policy |
| Doubleverifly | 233 Spring Street, New York, NY 10013 | Doubleverify Policy |
| SafeGraph | 1372 Mission St., San Francisco, CA 94103 | Safegraph Policy |

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