

Provider	Processing company	Privacy policy of the processing company	Data protection officer of the processing company	Category	Data processing purposes	Used technologies	Data collected	Storage period
Adalyser	OneSoon Limited 3000 Aviator Way, Wythenshawe, Greater Manchester, M22 5TG United Kingdom	https://www.adalyser.com/en/terms	david.cloudsdale@onesoon.co.uk	Marketing	Marketing campaign measurement Marketing campaign optimization Billing	Real-time conversion reporting	Identifiers and campaign information provided by the data processor	The data will be deleted as soon as they are no longer needed for the processing purposes.
AWIN	AWIN AG Eichhornstraße 3 10785 Berlin Germany	https://www.awin.com/us/legal/privacy-policy	Global-privacy@awin.com	Marketing	Marketing campaign measurement Marketing campaign optimization Billing	Real-time conversion reporting	User ID Purchase amount Identifiers and campaign information provided by the data processor	The data will be deleted as soon as they are no longer needed for the processing purposes.
Instana	IBM Corporation c/o Instana 71 S Wacker Drive, 7th Floor Chicago, IL 60606, USA	https://www.instana.com/privacy-policy/	dataprotection@instana.com	Necessary	Ensuring the performance and security of the website	JavaScript module	Device IDs, asset IDs, usage-based IDs, static IP addresses, credentials for online access and authentication, online and network connection data	The retention period is 21 days after the subscription expires, plus the remaining overwrite cycle of the backups (maximum 7 days). This does not apply to data in the audit logs, insofar as we are subject to statutorily longer retention periods in this regard.
iovation	Trans Union LLC 555 West Adams Chicago, Illinois 60661	https://www.transunion.com/privacy/transunion		Necessary	Fraud detection	Software module	IP address,Date and time,Referrer URL,Browser information	The data will be deleted as soon as it is no longer needed for the processing purposes.
Bing Ads	Microsoft Ireland Operations Limited One Microsoft Place, South County Business Park Leopardstown, Dublin 18, D18 P521	https://privacy.microsoft.com/en-us/PrivacyStatement	/	Marketing	Marketing campaign measurement Marketing campaign optimization	Real-time conversion reporting	Identifiers and campaign information provided by the data processor	The data will be deleted as soon as it is no longer needed for the processing purposes.
GlobalWide Media				Marketing	Marketing campaign measurement Marketing campaign optimization Billing	Real-time conversion reporting	Identifiers and campaign information provided by the data processor	The data will be deleted as soon as they are no longer needed for the processing purposes.
Meta Pixel	Meta Platforms Ireland Ltd. 4 Grand Canal Square Grand Canal Harbour Dublin 2 Ireland	https://www.facebook.com/privacy/explanation	https://www.facebook.com/help/contact/540977946302970	Marketing	Marketing campaign measurement Marketing campaign optimization Formation of target groups	Real-time conversion reporting	Identifiers and campaign information provided by the data processor	The data will be deleted as soon as it is no longer needed for the processing purposes.
Google Ads	Google Ireland Ltd Gordon House, Barrow Street, Dublin 4 Ireland	https://policies.google.com/technologies/partner-sites	https://support.google.com/policies/contact/general_privacy_for_m	Marketing	Marketing campaign measurement Marketing campaign optimization Formation of target groups	Real-time conversion reporting	Identifiers and campaign information provided by the data processor	The data will be deleted as soon as it is no longer needed for the processing purposes.
LeadThink (US, CA, AU only)	Conversion Squared Corp dba LeadThink 15851 Dallas Parkway, Suite 600 TX 75001 Addison	https://www.leadthink.com/privacy.php	https://www.leadthink.com/privacy.php	Marketing	Marketing campaign measurement Marketing campaign optimization	Real-time conversion reporting	Identifiers and campaign information provided by the data processor	The data will be deleted as soon as it is no longer needed for the processing purposes.
Perform[cb]	Perform[cb] LLC 2389 E Venice Ave #410, Venice, FL 34292, USA	https://support.performcb.com/support/solutions/articles/4000153718	https://support.performcb.com/support/solutions/articles/4000153718	Marketing	Marketing campaign measurement Marketing campaign optimization	Real-time conversion reporting	Identifiers and campaign information provided by the data processor	The data will be deleted as soon as it is no longer needed for the processing purposes.