

## APPENDIX 1 to Contract for the Commissioned Processing of Personal Data

### Controller Data

Nature of the data	Purpose of collection of the data	Circle of data subjects
Person's Surname	Contract care, communication	Clients (Contact persons)
Person's First Name	Contract care, communication	Clients (Contact persons)
Telephone Number (business)	Contract care, communication	Clients (Contact persons)
Fax Number (business)	Contract care, communication	Clients (Contact persons)
Address (business)	Contract care, communication	Clients (Contact persons))
E-mail Address (business)	Contract care, communication	Clients (Contact persons)
Skype Address (Messenger)	Contract care, communication	Clients (Contact persons)
IP Address	Product functionality (Session management in the UI)	Clients (Staff)
Cookie ID	Product functionality (Session management in the UI)	Clients (Staff)
Person's Surname	Product functionality (Management of the partnerships)	Customers of the clients: Advertisers, Publishers, Agencies, Portal operators (Contact persons)
Person's First Name	Product functionality (Administration of the partnerships)	Customers of the clients: Advertisers, Publishers, Agencies, Portal operators (Contact persons)
Date of Birth	Product functionality (Administration of the partnerships)	Customers of the clients: Advertisers, Publishers, Agencies, Portal operators (Contact persons)
Telephone Number (business)	Product functionality (Management of the partnerships)	Customers of the clients: Advertisers, Publishers, Agencies, Portal operators (Contact persons)
Fax Number (business)	Product functionality (Management of the partnerships)	Customers of the clients: Advertisers, Publishers, Agencies, Portal operators (Contact persons)
Address (business)	Product functionality (Management of the partnerships)	Customers of the clients: Advertisers, Publishers, Agencies, Portal operators (Contact persons)

E-mail Address (business)	Product functionality (Management of the partnerships)	Customers of the clients: Advertisers, Publishers, Agencies, Portal operators (Contact persons)
Skype Address (Messenger)	Product functionality (Management of the partnerships)	Customers of the clients: Advertisers, Publishers, Agencies, Portal operators (Contact persons)
Website URL	Product functionality (Management of the partnerships)	Customers of the clients: Advertisers, Publishers, Agencies, Portal operators (Contact persons)
Invoice Address	Product functionality (Payment processes)	Customers of the clients: Advertisers, Publishers, Agencies, Portal operators
IBAN / Account Number & Bank Sort Code	Product functionality (Payment processes)	Customers of the clients: Advertisers, Publishers, Agencies, Portal operators
Tax Number and/or VAT Number	Product functionality (Payment processes)	Customers of the clients: Advertisers, Publishers, Agencies, Portal operators
Partner Billing Country	Product functionality (Payment processes)	Customers of the clients: Publishers
Tax Office	Product functionality (Payment processes)	Customers of the clients: Publishers
Account Holder	Product functionality (Payment processes)	Customers of the clients: Publishers
User ID	Product functionality (Management and recognition of users in the UI)	Customers of the clients: Advertisers, Publishers, Agencies, Portal operators (Contact persons)
IP Address	Product functionality (Session management in the UI)	Customers of the clients: Advertisers, Publishers, Agencies, Portal operators (Staff)
Cookie ID	Product functionality (Session management in the UI)	Customers of the clients: Advertisers, Publishers, Agencies, Portal operators (Staff)
Customer ID	Product functionality (Billing, Reporting, Recognition of returning visitors)	End consumer
Order ID	Product functionality (Billing, Reporting)	End consumer
IP Address (anonymized)	Product functionality (Recognition of returning visitors)	End consumer

Cookie ID	Product functionality (Recognition of returning visitors)	End consumer
User Agent	Product functionality (Recognition of returning visitors)	End consumer
Referrer URL	Product functionality (Recognition of returning visitors)	End consumer
View Cookie ID	Product functionality (Recognition of returning visitors)	End consumer
Click Cookie ID	Product functionality (Recognition of returning visitors)	End consumer
Conversion ID	Product functionality (Recognition of returning visitors, Reporting)	End consumer
Is Customer New	Product functionality (Reporting)	End consumer
Customer Gender	Product functionality (Reporting)	End consumer
Customer Age	Product functionality (Reporting)	End consumer
Customer Survey	Product functionality (Reporting)	End consumer
Conversion Click ID	Product functionality (Recognition of returning visitors)	End consumer
Start Conversion ID	Product functionality (Recognition of returning visitors)	End consumer
Basket Freeze Conversion ID	Product functionality (Recognition of returning visitors)	End consumer
User Journey	Product functionality (Recognition of returning visitors)	End consumer
HTTP Header	Product functionality (Recognition of returning visitors)	End consumer