## PABBL DATA MAP

	Purpose/ Use of Data	Legal Basis	Data processed	Data required for (description)	How Data is collected/ Platform	Where data is stored	Source Of Data	How long Data is retained/ tracked	Security Of Data	Access limitatio
NOT ALLOHOUS IN THE	User identification & User support			Identification of an individual user to provide Ann convices				Data is erased after inactive for more than 12 months,		User Support
7		Consent	PhoneNumber	Identification of an indivisual user to provide App services, user support requests and authentication by Telcos.	Pabbl SDK	User Database	Disclosed by user	or three months after user unregisters and terminates agreement with Pabbl	Secure Network Zone.	Security
=		Consent	Filoneivamber	user support requests and authentication by reicos.	Pabbi 3DK	User Database	Disclosed by user	Data is erased after inactive for more than 12 months,		Accounting User Support
_				Identification of an indivisual user to provide App services,				or three months after user unregisters and terminates	Protected Environment in	Security
		Consent	Email	user support requests and authentication by Telcos.	Pabbl SDK	User Database	Disclosed by user	agreement with Pabbl	Secure Network Zone	Accounting
2								Data is erased after inactive for more than 12 months,		User Support
7				Identification of an indivisual user to provide App services,				or three months after user unregisters and terminates	Protected Environment in	Security
`		Consent	UserID	user support requests and authentication by Telcos.	Pabbl SDK	User Database	Automatically collected	agreement with Pabbl	Secure Network Zone	Accounting
5							·	Data is erased after inactive for more than 12 months,		User Support
2				Identification of an indivisual user to provide App services,				or three months after user unregisters and terminates	Protected Environment in	Security
		Consent	Birtdate	user support requests and authentication by Telcos.	Pabbl SDK	User Database	Disclosed by user	agreement with Pabbl	Secure Network Zone	Accounting
								Data is erased after inactive for more than 12 months,		User Support
				Identification of an indivisual user to provide App services,				or three months after user unregisters and terminates		Security
		Consent	Province	user support requests and authentication by Telcos.	Pabbl SDK	User Database	Disclosed by user	agreement with Pabbl	Secure Network Zone	Accounting
								Data is erased after inactive for more than 12 months,		User Support
								or three months after user unregisters and terminates		Security
-		Consent	Password	Identification of an indivisual user to provide App services	Pabbl SDK	User Database	Automatically collected	agreement with Pabbl	Network Zone	Accounting
				Identify origin of data to seem should in seem of consults.				Data is erased after inactive for more than 12 months,	Drotostod Carrisonanost in	
		Legitimate Interest	firstlp	Identify origin of data to cross check in case of security breach	Pabbl SDK	U D. b. b	1	or three months after user unregisters and terminates agreement with Pabbl	Secure Network Zone	Security
	Fraud prevention	Legitimate interest	IIIsup	breach	PADDI SDK	User Database	Automatically collected	Data is erased after inactive for more than 12 months,	Secure Network Zone	
				Identify origin of data to cross check in case of security				or three months after user unregisters and terminates	Protected Environment in	Coousite
		Legitimate Interest	lastip	breach	Pabbl SDK	User Database	Automatically collected	agreement with Pabbl	Secure Network Zone	Security
-		ecgramate interest	Тазар	To allocate 'rewards' according to the referral program	T GOOT SOR	OSCI Database	Automatically conceted	Data is erased after inactive for more than 12 months,	Secure Network Zone	
	App functionality & marketing			when installing the app as a new user through a referral				or user unregisters and terminates agreement with	Protected Environment in	Marketing
	optimization	Consent	Install source	link, and analytics/reporting	Appsflyer	User Database	Collected by other soure	Pabbl	Secure Network Zone	iviai ketilig
-	Order processing			To fullfil the order of a physical or digital product or						User Support
				service by a user, that requires a full name to succesfully					Protected Environment in	Security
		Consent	Full name	deliver the product or service.	Pabbl SDK	User Database	Disclosed by user	not deleted, obliged to retain data	Secure Network Zone	Accounting
				To fullfil the order of a physical or digital product or						
				service by a user, that requires an email address to						User Support
				succesfully deliver the product or service or keep the user					Protected Environment in	Security
		Consent	Email address	up to date on the delivery process.	Pabbl SDK	User Database	Disclosed by user	not deleted, obliged to retain data	Secure Network Zone	Accounting
				To fullfil the order of a physical or digital product or						User Support
				service by a user, that requires a delivery address to					Protected Environment in	Security
		Consent	Delivery address	succesfully deliver the product or service.	Pabbl SDK	User Database	Disclosed by user	not deleted, obliged to retain data	Secure Network Zone	Accounting
										User Support
		C	Too or on the solid	To track and fullfill the order of a physical or digital	D-FFICDK	Harris Batalana	Disabased becomes	and deleted address day askeds days	Protected Environment in	Security
		Consent	TransactionId	product or service by a user.	Pabbl SDK	User Database	Disclosed by user	not deleted, obliged to retain data	Secure Network Zone	Accounting
			1	To fullfil the order of a physical or digital product or service by a user, that requires payment to succesfully	1				Protected Environment in	User Support
		Consent	Bank account nr.	deliver the product or service.	Adyen	User Database	Disclosed by user	not deleted, obliged to retain data	Secure Network Zone	Security
-		Consent	Lock screen	Collection interaction information to reward users	Auyen	User Database	Collected through app	not deleted, obliged to retail data	Protected Environment in	Accounting Accounting
	Accounting	Contractual performance	impressions	accordingly	Pabbl SDK	User Database	usage	not deleted for accounting and invoicing purposes	Secure Network Zone	Customer Service
		contractaar periormanee	Impressions	Collection interaction information to update point	T GOOT SOR	OSCI Database	Collected through app	not deleted for decounting and involeting purposes	Protected Environment in	Accounting
		Contractual performance	TransactionID	balances and update accounting	Pabbl SDK	User Database	usage	not deleted for accounting and invoicing purposes	Secure Network Zone	Customer Service
,			1	Targeting gender specific content and advertisements,		Elastic data		Data is erased when user chooses to do so by	Protected Environment in	
í		Consent	Gender	and analytics/reporting	Pabbl SDK	warehouse	Disclosed by user	resetting his advertising ID	Secure Network Zone	Marketing
1				Targeting age group specific content and advertisements,		Elastic data		Data is erased when user chooses to do so by	Protected Environment in	
		Consent	birthYear	and analytics/reporting +(user auth)	Pabbl SDK	warehouse	Disclosed by user	resetting his advertising ID	Secure Network Zone	Marketing
				Targeting interest specific content and advertisements,		Elastic data	,	Data is erased when user chooses to do so by	Protected Environment in	
Anonymized		Consent	Interests	and analytics/reporting	Pabbl SDK	warehouse	Disclosed by user	resetting his advertising ID	Secure Network Zone	Marketing
			1	Targeting country specific content and advertisements,	İ	Elastic data	<u> </u>	Data is erased when user chooses to do so by	Protected Environment in	Marketing
		Consent	Country	and analytics/reporting	Pabbl SDK	warehouse	Disclosed by user	resetting his advertising ID	Secure Network Zone	
-			<u> </u>	Targeting region specific content and advertisements, and	1	Elastic data	1	Data is erased when user chooses to do so by	Protected Environment in	
ζ	User profile targeting, analytics and			Trangetting region specific content and advertisements, and				Bata is crased when aser thouses to do so by		Marketing

		1	Targeting phoneBrand specific content and	1	Elastic data		Data is erased when user chooses to do so by	Protected Environment in	1
	Canana	ahana Duan d		Canala Andraid		Automotically callaged	resetting his advertising ID	Secure Network Zone	Marketing
	Consent	phoneBrand	advertisements, and analytics/reporting	Google Android	Elastic data	Automatically collected		Protected Environment in	
	Comment	abana Mandal	Targeting phoneModel specific content and	Constant		A. A All a all a about	Data is erased when user chooses to do so by		Marketing
	Consent	phoneModel	advertisements, and analytics/reporting	Google Android		Automatically collected	resetting his advertising ID	Secure Network Zone	
			Targeting Android ad ID specific content and		Elastic data	Collected through app	Data is erased when user chooses to do so by	Protected Environment in	Marketing
	Consent	Android ad ID	advertisements, and analytics/reporting	Google Android		usage	resetting his advertising ID	Secure Network Zone	
			Targeting location specific content and advertisements,		Elastic data	Collected through app	Data is erased when user chooses to do so by	Protected Environment in	Marketing
	Consent	Location	and analytics/reporting	Google Android	warehouse	usage	resetting his advertising ID	Secure Network Zone	IVIUI KCUIIIG
		Lock screen behavior							
		(clicks, unlocks, likes,							Marketing
		feedback, scrolls and	Targeting content and advertisements on lock screen		Elastic data	Collected through app	Data is erased when user chooses to do so by	Protected Environment in	iviarketing
	Consent	time)	behavior patterns, and analytics/reporting	Pabbl SDK	warehouse	usage	resetting his advertising ID	Secure Network Zone	
		App and shop							
Harabahadan kansakin menalakin		behavior (clicks &	Targeting content and advertisements on shop behavior		Elastic data	Collected through app	Data is erased when user chooses to do so by	Protected Environment in	Marketing
User behavior targeting analytics	Consent	transactions)	patterns, and analytics/reporting	Pabbl SDK	warehouse	usage	resetting his advertising ID	Secure Network Zone	
and reporting			Targeting content and advertisements on survey answers,	Pabbl SDK, Lucid	Elastic data		Data is erased when user chooses to do so by	Protected Environment in	
	Consent	Survey answers	and analytics/reporting	Pollfish	warehouse	Disclosed by user	resetting his advertising ID	Secure Network Zone	Marketing
		Notification opens and	Re-targeting follow up notifications based on opens and		Elastic data	Collected through app	Data is erased when user chooses to do so by	Protected Environment in	Marketing
	Consent	clicks	clicks on last notifications, and analytics/reporting	Google Firebase	warehouse	usage	resetting his advertising ID	Secure Network Zone	
			Re-targeting follow up emails based on opens and clicks		Elastic data	Collected through app	Data is erased when user chooses to do so by	Protected Environment in	
	Consent	Email opens and clicks	on last emails, and analytics/reporting	Sparkpost	warehouse	usage	resetting his advertising ID	Secure Network Zone	Marketing
		Impressions per							
		campaign, ad set and	To report and invoice clients correctly according to		Elastic data	Collected through app		Protected Environment in	Accounting
	Contractual performance	creative	campaign, ad set and creative performance.	Pabbl SDK	warehouse	usage	not deleted for accounting and invoicing purposes	Secure Network Zone	Customer Serv
Invoicing		Clicks per campaign,	To report and invoice clients correctly according to		Elastic data	Collected through app		Protected Environment in	Accounting
	Contractual performance	ad set and creative	campaign, ad set and creative performance.	Pabbl SDK	warehouse	usage	not deleted for accounting and invoicing purposes	Secure Network Zone	Customer Serv
		Feedback per				<u> </u>	3		
		campaign, ad set and	To report and invoice clients correctly according to		Elastic data	Collected through app		Protected Environment in	Accounting
	Contractual performance	creative	I :	Pabbl SDK	warehouse	usage	not deleted for accounting and invoicing purposes	Secure Network Zone	Customer Service
						Collected through app		Protected Environment in	
		Installs per campaign,	To report and invoice clients correctly according to		Elastic data	rconected through app	I	iProtected Environment in	Accounting