

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 limitations	
Not Anonymized	User identification & User support	Consent	PhoneNumber	Identification of an individual user to provide App services, user support requests and authentication by Telcos.	Pabbl SDK	User Database	Disclosed by user	Data is erased after inactive for more than 12 months, or three months after user unregisters and terminates agreement with Pabbl	Protected Environment in Secure Network Zone.	User Support Security Accounting	
		Consent	Email	Identification of an individual user to provide App services, user support requests and authentication by Telcos.	Pabbl SDK	User Database	Disclosed by user	Data is erased after inactive for more than 12 months, or three months after user unregisters and terminates agreement with Pabbl	Protected Environment in Secure Network Zone	User Support Security Accounting	
		Consent	UserID	Identification of an individual user to provide App services, user support requests and authentication by Telcos.	Pabbl SDK	User Database	Automatically collected	Data is erased after inactive for more than 12 months, or three months after user unregisters and terminates agreement with Pabbl	Protected Environment in Secure Network Zone	User Support Security Accounting	
		Consent	Birtdate	Identification of an individual user to provide App services, user support requests and authentication by Telcos.	Pabbl SDK	User Database	Disclosed by user	Data is erased after inactive for more than 12 months, or three months after user unregisters and terminates agreement with Pabbl	Protected Environment in Secure Network Zone	User Support Security Accounting	
		Consent	Province	Identification of an individual user to provide App services, user support requests and authentication by Telcos.	Pabbl SDK	User Database	Disclosed by user	Data is erased after inactive for more than 12 months, or three months after user unregisters and terminates agreement with Pabbl	Protected Environment in Secure Network Zone	User Support Security Accounting	
		Consent	Password	Identification of an individual user to provide App services	Pabbl SDK	User Database	Automatically collected	Data is erased after inactive for more than 12 months, or three months after user unregisters and terminates agreement with Pabbl	Hashed and Protected Environment in Secure Network Zone	User Support Security Accounting	
	Fraud prevention	Legitimate Interest	firstlp	Identify origin of data to cross check in case of security breach	Pabbl SDK	User Database	Automatically collected	Data is erased after inactive for more than 12 months, or three months after user unregisters and terminates agreement with Pabbl	Protected Environment in Secure Network Zone	Security	
		Legitimate Interest	lastlp	Identify origin of data to cross check in case of security breach	Pabbl SDK	User Database	Automatically collected	Data is erased after inactive for more than 12 months, or three months after user unregisters and terminates agreement with Pabbl	Protected Environment in Secure Network Zone	Security	
	App functionality & marketing optimization	Consent	Install source	To allocate 'rewards' according to the referral program when installing the app as a new user through a referral link, and analytics/reporting	Appsflyer	User Database	Collected by other source	Data is erased after inactive for more than 12 months, or user unregisters and terminates agreement with Pabbl	Protected Environment in Secure Network Zone	Marketing	
	Order processing	Consent	Full name	To fulfill the order of a physical or digital product or service by a user, that requires a full name to successfully deliver the product or service.	Pabbl SDK	User Database	Disclosed by user	not deleted, obliged to retain data	Protected Environment in Secure Network Zone	User Support Security Accounting	
		Consent	Email address	To fulfill the order of a physical or digital product or service by a user, that requires an email address to successfully deliver the product or service or keep the user up to date on the delivery process.	Pabbl SDK	User Database	Disclosed by user	not deleted, obliged to retain data	Protected Environment in Secure Network Zone	User Support Security Accounting	
		Consent	Delivery address	To fulfill the order of a physical or digital product or service by a user, that requires a delivery address to successfully deliver the product or service.	Pabbl SDK	User Database	Disclosed by user	not deleted, obliged to retain data	Protected Environment in Secure Network Zone	User Support Security Accounting	
		Consent	TransactionId	To track and fulfill the order of a physical or digital product or service by a user.	Pabbl SDK	User Database	Disclosed by user	not deleted, obliged to retain data	Protected Environment in Secure Network Zone	User Support Security Accounting	
		Consent	Bank account nr.	To fulfill the order of a physical or digital product or service by a user, that requires payment to successfully deliver the product or service.	Adyen	User Database	Disclosed by user	not deleted, obliged to retain data	Protected Environment in Secure Network Zone	User Support Security Accounting	
	Accounting	Contractual performance	Lock screen impressions	Collection interaction information to reward users accordingly	Pabbl SDK	User Database	Collected through app usage	not deleted for accounting and invoicing purposes	Protected Environment in Secure Network Zone	Accounting Customer Service	
		Contractual performance	TransactionID	Collection interaction information to update point balances and update accounting	Pabbl SDK	User Database	Collected through app usage	not deleted for accounting and invoicing purposes	Protected Environment in Secure Network Zone	Accounting Customer Service	
	Anonymized	User profile targeting, analytics and reporting	Consent	Gender	Targeting gender specific content and advertisements, and analytics/reporting	Pabbl SDK	Elastic data warehouse	Disclosed by user	Data is erased when user chooses to do so by resetting his advertising ID	Protected Environment in Secure Network Zone	Marketing
			Consent	birthYear	Targeting age group specific content and advertisements, and analytics/reporting +(user auth)	Pabbl SDK	Elastic data warehouse	Disclosed by user	Data is erased when user chooses to do so by resetting his advertising ID	Protected Environment in Secure Network Zone	Marketing
Consent			Interests	Targeting interest specific content and advertisements, and analytics/reporting	Pabbl SDK	Elastic data warehouse	Disclosed by user	Data is erased when user chooses to do so by resetting his advertising ID	Protected Environment in Secure Network Zone	Marketing	
Consent			Country	Targeting country specific content and advertisements, and analytics/reporting	Pabbl SDK	Elastic data warehouse	Disclosed by user	Data is erased when user chooses to do so by resetting his advertising ID	Protected Environment in Secure Network Zone	Marketing	
Consent			Region	Targeting region specific content and advertisements, and analytics/reporting	Pabbl SDK	Elastic data warehouse	Disclosed by user	Data is erased when user chooses to do so by resetting his advertising ID	Protected Environment in Secure Network Zone	Marketing	

		Consent	phoneBrand	Targeting phoneBrand specific content and advertisements, and analytics/reporting	Google Android	Elastic data warehouse	Automatically collected	Data is erased when user chooses to do so by resetting his advertising ID	Protected Environment in Secure Network Zone	Marketing	
		Consent	phoneModel	Targeting phoneModel specific content and advertisements, and analytics/reporting	Google Android	Elastic data warehouse	Automatically collected	Data is erased when user chooses to do so by resetting his advertising ID	Protected Environment in Secure Network Zone	Marketing	
		Consent	Android ad ID	Targeting Android ad ID specific content and advertisements, and analytics/reporting	Google Android	Elastic data warehouse	Collected through app usage	Data is erased when user chooses to do so by resetting his advertising ID	Protected Environment in Secure Network Zone	Marketing	
		Consent	Location	Targeting location specific content and advertisements, and analytics/reporting	Google Android	Elastic data warehouse	Collected through app usage	Data is erased when user chooses to do so by resetting his advertising ID	Protected Environment in Secure Network Zone	Marketing	
	User behavior targeting analytics and reporting		Consent	Lock screen behavior (clicks, unlocks, likes, feedback, scrolls and time)	Targeting content and advertisements on lock screen behavior patterns, and analytics/reporting	Pabbl SDK	Elastic data warehouse	Collected through app usage	Data is erased when user chooses to do so by resetting his advertising ID	Protected Environment in Secure Network Zone	Marketing
			Consent	App and shop behavior (clicks & transactions)	Targeting content and advertisements on shop behavior patterns, and analytics/reporting	Pabbl SDK	Elastic data warehouse	Collected through app usage	Data is erased when user chooses to do so by resetting his advertising ID	Protected Environment in Secure Network Zone	Marketing
			Consent	Survey answers	Targeting content and advertisements on survey answers, and analytics/reporting	Pabbl SDK, Lucid, Pollfish	Elastic data warehouse	Disclosed by user	Data is erased when user chooses to do so by resetting his advertising ID	Protected Environment in Secure Network Zone	Marketing
			Consent	Notification opens and clicks	Re-targeting follow up notifications based on opens and clicks on last notifications, and analytics/reporting	Google Firebase	Elastic data warehouse	Collected through app usage	Data is erased when user chooses to do so by resetting his advertising ID	Protected Environment in Secure Network Zone	Marketing
			Consent	Email opens and clicks	Re-targeting follow up emails based on opens and clicks on last emails, and analytics/reporting	Sparkpost	Elastic data warehouse	Collected through app usage	Data is erased when user chooses to do so by resetting his advertising ID	Protected Environment in Secure Network Zone	Marketing
	Invoicing		Contractual performance	Impressions per campaign, ad set and creative	To report and invoice clients correctly according to campaign, ad set and creative performance.	Pabbl SDK	Elastic data warehouse	Collected through app usage	not deleted for accounting and invoicing purposes	Protected Environment in Secure Network Zone	Accounting Customer Service
			Contractual performance	Clicks per campaign, ad set and creative	To report and invoice clients correctly according to campaign, ad set and creative performance.	Pabbl SDK	Elastic data warehouse	Collected through app usage	not deleted for accounting and invoicing purposes	Protected Environment in Secure Network Zone	Accounting Customer Service
			Contractual performance	Feedback per campaign, ad set and creative	To report and invoice clients correctly according to campaign, ad set and creative performance.	Pabbl SDK	Elastic data warehouse	Collected through app usage	not deleted for accounting and invoicing purposes	Protected Environment in Secure Network Zone	Accounting Customer Service
			Contractual performance	Installs per campaign, ad set and creative	To report and invoice clients correctly according to campaign, ad set and creative performance.	Pabbl SDK	Elastic data warehouse	Collected through app usage	not deleted for accounting and invoicing purposes	Protected Environment in Secure Network Zone	Accounting Customer Service