

User identification

- Phone number
- Email

Fraud prevention

- First- and last IP

App functionality:

- Install source

Order processing

- Full name
- Email address
- Delivery address
- TransactionId
- Bank account nr.

Accounting

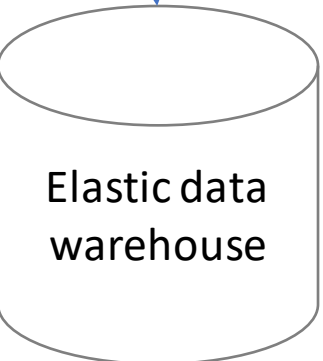
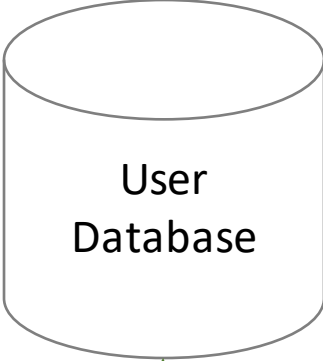
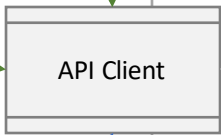
- Lock screen impressions
- TransactionId

Invoicing

- Campaign impressions
- Campaign clicks
- Campaign feedback
- Campaign installs
- TransactionId

User targeting, optimization, analysis & reporting

- Gender
- birthyear
- Interests
- Country
- Region
- phoneBrand
- phoneModel
- Android ad ID
- Location
- Survey answers
- Impressions
- Clicks
- Likes / feedback
- Scrolls
- Time
- Install source



- User Database is completely separated and only used to maintain operations and give user support.
- Data is erased after user unregisters and terminates agreement with Pabbl.

- Elastic Datawarehouse is used for targeting and analytics.
- Data is erased when user chooses to do so by resetting his advertising ID.

