

## List of all tracking mechanisms for the eharmony App

All tracking mechanisms used in our app are listed in the table below.

Provider	Address of the data processing company	Location of data processing	Link to data privacy policy	Submitted data	Reason	Storage duration
<b>adjust</b>	adjust GmbH, Saarbrücker Str. 37A, 10405 Berlin, Germany	European Union	<a href="https://www.adjust.com/privacy-policy/">https://www.adjust.com/privacy-policy/</a>	Pseudonymized IDs, pseudonymized usage data	Performance assessment of marketing campaigns	14 days
↳ Google Ads	Google Ireland Ltd., Gordon House, Barrow St Dublin 4, Ireland	European Union	<a href="https://policies.google.com/privacy/update?hl=de">https://policies.google.com/privacy/update?hl=de</a>	Pseudonymized IDs, pseudonymized usage data	Performance assessment of marketing campaigns	up to 540 days
↳ Facebook	Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland	European Union	<a href="https://de-de.facebook.com/about/privacy/update">https://de-de.facebook.com/about/privacy/update</a>	Pseudonymized IDs, Pseudonymized usage data	Performance assessment of marketing campaigns	The data will be deleted as soon as it is no longer needed for processing purposes.
↳ Perform[cb]	3900 E Mexico Ave #400, Denver, CO 80210	United States of America	<a href="https://support.performcb.com/support/solutions/articles/4000153718-privacy-policy">https://support.performcb.com/support/solutions/articles/4000153718-privacy-policy</a>	Pseudonymized IDs, pseudonymized usage data	Performance assessment of marketing campaigns	The data will be deleted as soon as Perform[cb] is no longer legally required to retain it
↳ GlobalWide Media, Inc.	GlobalWide Media, Inc., 2945 Townsgate Rd. Ste 350 Westlake Village, CA 91361	United Kingdom, Australia	<a href="https://globalwidemedia.com/legal/privacy-policy/">https://globalwidemedia.com/legal/privacy-policy/</a>	Pseudonymized IDs, pseudonymized usage data	Performance assessment of marketing campaigns, Retargeting of users for marketing purposes	The data will be deleted as soon as it is no longer needed for processing purposes.
↳ LiftOff	555 Bryant Street, Suite #133, Palo Alto, CA 94301	European Union, United States of America	<a href="https://liftoff.io/privacy-policy/">https://liftoff.io/privacy-policy/</a>	Pseudonymized IDs, pseudonymized usage data	Performance assessment of marketing campaigns	maximum period of 30 days, unless Data Protection Law requires further storage
↳ Horizon Next	Horizon Next 75 Varick Street, New York, NY 10013	United States of America	<a href="https://www.horizon-next.com/privacy">https://www.horizon-next.com/privacy</a>	Pseudonymized IDs, pseudonymized usage data, IP address	Performance assessment of marketing campaigns	The data will be deleted as soon as it is no longer needed for processing purposes.
<b>Google Firebase</b>	Google Ireland Ltd., Gordon House, Barrow St Dublin 4, Ireland	European Union	<a href="https://policies.google.com/privacy?hl=de">https://policies.google.com/privacy?hl=de</a>	Pseudonymized IDs, pseudonymized usage data	Analysis of app usage	no limitation
<b>iovation Inc.</b>	iovation Inc. 555 SW Oak Street #300 Portland, OR 97204 United States	United States of America	<a href="https://www.iovation.com/privacy">https://www.iovation.com/privacy</a>	Pseudonymized IDs, pseudonymized usage data	Fraud detection	The data will be deleted as soon as it is no longer needed for processing purposes.
<b>Apple Search Ads</b>	Apple Inc. One Apple Park Way, Cupertino, California, USA, 95014	See privacy policy	<a href="https://www.apple.com/legal/privacy/en-ww/">https://www.apple.com/legal/privacy/en-ww/</a>	Pseudonymized IDs, Pseudonymized usage data	Performance assessment of marketing campaigns	no information provided