

List of all tracking mechanisms for the Parship App

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

Provider	Address	Location of data processing	Link to data privacy policy	Submitted data	Reason	Storage duration
adjust	adjust GmbH, Saarbrücker Str. 37A, 10405 Berlin, Germany	European Union	https://www.adjust.com/privacy-policy/	Pseudonymized IDs, Pseudonymized usage data	Performance assessment of marketing campaigns	14 days
↳ Google Ads	Google Ireland Ltd., Gordon House, Barrow St Dublin 4, Irland	European Union	https://policies.google.com/privacy/update?hl=de	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	https://de-de.facebook.com/about/privacy/update	Pseudonymized IDs, Pseudonymized usage data	Performance assessment of marketing campaigns	no limitation
↳ Taboola	Taboola Europe Ltd., Aldgate House, 2nd Floor, 33 Aldgate High Street, London EC3N 1DL, United Kingdom	United States of America	https://www.taboola.com/privacy-policy	Pseudonymized IDs, Pseudonymized usage data	Performance assessment of marketing campaigns	18 months
Google Firebase	Google Ireland Ltd., Gordon House, Barrow St Dublin 4, Irland	European Union	https://policies.google.com/privacy?hl=de	Pseudonymized IDs, Pseudonymized usage data	Analysis of app usage	no limitation