

Tracking- & analytics tools used within TX Group

Product name	Service Provider (country)	Purpose	Data Privacy Policy	Opt-out Link
Adsafeprotected	Integral Ad Science Inc. (US)	Advertising / Ad-serving	https://integralads.com/privacy-policy/	N/A
Adswizz SDK	Adswizz Inc. (US)	Advertising	https://www.adswizz.com/our-privacy-policy/	https://www.adswizz.com/our-privacy-policy/
APG/SGA	APG SGA AG (CH)	Advertising	https://www.apgsa-interaction.ch/de/meta/datenschutz/#interaction	N/A
AppNexus	Xandr Inc. (US)	Ad-serving	https://www.xandr.com/privacy/platform-privacy-policy/	https://www.appnexus.com/en/company/platform-privacy-policy#choices
AppsFlyer	AppsFlyer (US)	Marketing / Mobile App Tracking & Automation / Range Measurement	https://www.appsflyer.com/services-privacy-policy	https://www.appsflyer.com/optout
AT Internet	AT Internet (FR)	Web Analytics	https://www.atinternet.com/en/company/data-protection/	http://www.atinternet.com/en/company/data-protection/
AWS Elastic Beanstalk	Amazon Web Services Inc. (US)	Performance Tracking	https://aws.amazon.com/privacy/	N/A
Bing	Microsoft Corporation (US)	Advertising	https://privacy.microsoft.com/en-US/privacystatement	https://privacy.microsoft.com/de-de/privacystatement
ComScore	Comscore B.V. (NL)	Web Tracking / Statistics / Range Measurement	https://www.comscore.com/About/Privacy-Policy?cs_adqescape_cc=CH	http://www.scorecardresearch.com/preferences.aspx?newlanguage=1
Criteo	Criteo SA (FR)	Advertising	https://www.criteo.com/privacy/	https://www.criteo.com/de/privacy/ ; https://www.criteo.com/privacy/disable-criteo-services-on-mobile-applications/
CXense	CXense ASA (NOR)	Behavioral Tracking	https://www.cxense.com/about-us/platform-privacy-policy	https://www.cxense.com/about/privacy-policy
DoubleClick: DFP & AdX	Google Inc. (US)	Marketing / Advertising / Ad-serving	https://policies.google.com/privacy?hl=de	https://adssettings.google.com/authenticated?hl=de
eStat	Médiamétrie SA (FR)	Media Analytics	https://www.mediametrie.fr/en/management-cookies	http://www.mediametrie.fr/pages/cookies.php?page=194
Facebook	Facebook Inc. (US)	Advertising / Marketing / Product Function & Development	https://www.facebook.com/full_data_use_policy	https://www.facebook.com/policy.php
Gigya	Gigya Inc. (US)	Technically necessary / Authentication & Registration	https://www.sap.com/corporate/en/legal/privacy.html	https://cop.evidon.com/companies/gigya
Google Ads	Google Inc. (US)	Advertising	https://policies.google.com/privacy?hl=de	https://support.google.com/ads/answer/2662922?hl=en-GB
Google AdSense	Google Inc. (US)	Advertising	https://policies.google.com/privacy?hl=de	https://support.google.com/ads/answer/2662922?hl=en-GB
Google AdWords	Google Inc. (US)	Advertising	https://policies.google.com/privacy?hl=de	https://support.google.com/adwords/answer/7498247
Google Analytics	Google Inc. (US)	Web Analytics / Ad-serving / Data Management Platform	https://policies.google.com/privacy?hl=de	https://tools.google.com/dlpage/gaoptout?hl=en-GB
Google APIs	Google Inc. (US)	Performance Tracking / Product Function & Development	https://policies.google.com/privacy?hl=de	N/A
Google Firebase	Google Inc. (US)	Marketing / Web Analytics / Product Function & Development	https://policies.google.com/privacy?hl=de	N/A
Google IMA SDK	Google Inc. (US)	Advertising	https://policies.google.com/privacy?hl=de	N/A
Google Optimize	Google Inc. (US)	A/B Testing	https://policies.google.com/privacy?hl=de	https://support.google.com/analytics/answer/181881
Google Syndication	Google Inc. (US)	Advertising	https://policies.google.com/privacy?hl=de	N/A
Google Tag Manager	Google Inc. (US)	Tag Management / Product Function & Development	https://policies.google.com/privacy?hl=de	N/A
Google Tag Services	Google Inc. (US)	Advertising	https://policies.google.com/privacy?hl=de	N/A
Grapeshot	Grapeshot Inc. / Oracle Corp. (US)	Advertising / Contextual Targeting	https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html	https://cop.evidon.com/companies/grapeshot
Hotjar	Hotjar (Malta)	Web Analytics	https://www.hotjar.com/legal/compliance/gdpr-commitment	https://www.hotjar.com/legal/compliance/opt-out
Instagram	Facebook Inc. (US)	Marketing / Advertising	https://www.facebook.com/full_data_use_policy	https://www.facebook.com/help/568137493302217
Kissmetrics	Metrics Enterprises Inc. (US)	Behavioral Tracking	https://signin.kissmetrics.com/privacy/	https://www.kissmetrics.com/user-privacy
Krux / Salesforce DMP / Audience Studio	Salesforce (US)	Advertising / Ad-serving / Data Management Platform	https://www.salesforce.com/products/marketing-cloud/sfmc/audience-studio-privacy/	https://www.salesforce.com/products/marketing-cloud/sfmc/salesforce-dmp-consumer-choice/
Lokalise	Lokalise Inc. (US)	Product Function & Development / Localization & Translation	https://lokalise.com/privacy	N/A
matelso MRS	matelso GmbH (DE)	Phone Marketing Service	https://www.matelso.com/de/privacy-statement	N/A
m-pathy	m-pathy GmbH (DE)	Behavioral Tracking	https://www.m-pathy.com/de/datenschutz/	N/A
NET-Metrix	NET-Metrix AG (CH)	Web Tracking / Statistics / Range Measurement	https://www.net-metrix.ch/sites/default/files/files/Vertragsdokumente_de/Datenschutzerklaerung	https://www.net-metrix.ch/ueber-uns/datenschutzerklaerung
OneSignal	OneSignal Inc. (US)	Traffic Growth / Push Notifications	https://onesignal.com/privacy_policy	https://onesignal.com/privacy_policy
Parse.ly	Parse.ly Inc. (US)	Product Function & Development / Web Analytics	https://www.parse.ly/privacy-policy	https://srv.config.parse.ly/optout
Pingdom	Solarwinds (US)	Web Performance Management	https://www.solarwinds.com/general-data-protection-regulation-cloud	N/A
Piwik Analytics	Matomo (Open Source Anwendung)	Web Analytics	https://matomo.org/privacy-policy/	https://matomo.org/privacy-policy/
Plumbr	Plumbr (Estland)	Performance Tracking	https://plumbr.io/terms-of-service	N/A
Polyfill.io	Financial Times Ltd. (UK)	Product Function & Development	https://polyfill.io/v3/privacy-policy/	N/A
Scarab Research	Scarab Research Inc. (Ungarn)	Marketing	https://www.scarabresearch.com/privacy/	https://www.scarabresearch.com/privacy/
ScorecardResearch	Full Circle Studies Inc. (US)	Web Tracking / Statistics / Range Measurement	https://www.scorecardresearch.com/privacy.aspx?newlanguage=1	https://www.scorecardresearch.com/preferences.aspx?newlanguage=1
Segment.com	Segment.io Inc. (US)	Web Analytics	https://segment.com/docs/legal/privacy/	N/A
Spoteffects	XAD spoteffects GmbH (DE)	Advertising Analytics	https://www.spoteffects.com/footer/imprint/#c920	N/A
Sumo	Sumo Group Inc. (US)	Traffic Growth	https://help.sumo.com/hc/en-us/articles/218958727-Privacy-Policy	https://help.sumo.com/hc/en-us/articles/218958727-Privacy-Policy
Teads	Teads Inc. (US)	Advertising	https://www.teads.com/privacy-policy/	http://www.youronlinechoices.com/uk/your-ad-choices
Twitter	Twitter Inc. (US)	Advertising / Marketing / Product Function & Development	https://twitter.com/en/privacy	https://optout.aboutads.info/
TX Group TDA	TX Group Ltd (CH)	Web Analytics / Ad-serving / Data Management Platform	https://tx.group/de/rechtliche-hinweise	https://tx.group/en/privacystatement/usage-data
Wemfbx	NET-Metrix AG (CH)	Web Tracking / Statistics / Range Measurement	https://www.net-metrix.ch/ueber-uns/datenschutzerklaerung	https://www.net-metrix.ch/ueber-uns/datenschutzerklaerung
Xilinius	Xilinius (FR)	Product Function & Development	N/A	N/A
YUSP	Gravity Research and Development	Behavioural Tracking / Product Function & Development / Advertising	https://api.worldgravity.com/static/optout.html	https://api.worldgravity.com/static/optout.html