

## Annex 6

### Response from AppsFlyer

Hi Eva -- thanks again for reaching out to us on this.

First, just to clarify what we do: Whereas ad exchanges, ad networks or adtech “connect businesses with advertisers” (as we’re characterized in your report), AppsFlyer is distinctly different, providing a service that enables app owners to analyze and interpret the performance of their marketing efforts specifically pertaining to the growth of their app and providing a better experience for their users. We hope you will correct this in your report.

We act as an extension to our customers’ technology stack so our customers retain complete ownership and control over their data, including what they collect and share. We are a data processor acting on behalf of our customers.

With this in mind, and because we take consumer privacy very seriously, we require our customers to only collect the data they need to evaluate their marketing activities. Our terms and conditions actually restrict app owners from using our service to collect personal information such as health information.

In this case we have reached out to the app developer and reminded them of this and will work with them to ensure our services are not used to collect any such personal information.

Thanks,  
Daniel