

## 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
<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
<b>Google Ads</b>	Google Ireland Ltd., Gordon House, Barrow St Dublin 4, Irland	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
<b>Google Firebase</b>	Google Ireland Ltd., Gordon House, Barrow St Dublin 4, Irland	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>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