

## **Press Release**

### **ADITION Awarded EDAA Trust Seal for Data Protection**

### **First Independent German Aderving Technology Provider with Full Adserver Certification for Online Behavioural Advertising (OBA)**

**Dusseldorf, 31 July 2014. [ADITION aderving](#), the unified aderving solution of the Dusseldorf-based media technology specialist ADITION technologies, was awarded the [EDAA Trust Seal](#) of the [European Interactive Digital Advertising Alliance \(EDAA\)](#) by the Hamburg-based data-protection certification provider [ePrivacyconsult](#). This makes ADITION technologies the first independent German aderving technology provider to fully implement the [principles of the IAB Europe OBA Framework](#) for the delivery of usage-based online advertising or online behavioural advertising (OBA).**

As the central European coordination body for the voluntary self-regulation of the digital advertising industry, the EDAA certifies the compliance of ADITION technologies with high-grade European data protection standards in the delivery of usage-based online advertising with the EDAA Trust Seal. In particular, these standards include providing comprehensive and transparent information for users on the use of corresponding advertising media (identification through display of the AdChoices icon), as well as data collection and its use in connection with OBA. Users can also easily and conveniently access various possibilities for controlling and managing the use of cookies, including the legally provided opt-out, either directly on the [data protection page of ADITION technologies](#) or on [www.youonlinechoices.com](http://www.youonlinechoices.com).

"Data-driven digitalisation makes effective protection of data, the consumer and also the user that is transparent for all participants indispensable for securing the future viability of digital technologies and business models. Providers, operators and users should be sure that data-based digital products and services have been reliably tested by independent bodies for data protection compliance. This will increase the trust of Internet users in digital products," according to Professor Dr. Christoph Bauer, CEO of ePrivacyconsult GmbH.

Jörg Klekamp, Chief Sales and Marketing Officer at ADITION technologies, explained that "The power and success of digital marketing crucially depends on the scope and quality of the data that can be employed for it and the users' trust that we handle this data responsibly and according to the strict German and European data protection standards at all times. With the EDAA Trust Seal, we can convincingly demonstrate that high-performance media technology and high-quality data protection are fully compatible and assure our clients that with ADITION aderving they are relying on the highest technological performance with certified data protection made in Germany."

**Über ADITION**

ADITION technologies ist einer der führenden europäischen Anbieter für Unified-Ad-serving-Lösungen für Werbetreibende, Agenturen und Publisher. Der ADITION AdServer vereint das komplexe Ökosystem des digitalen Marketings über alle Kanäle in einer zentralen Enterprise-Marketing-Plattform für maximale Marketing- und Vermarktungseffizienz. Als unabhängiges und neutrales Technologieunternehmen im Verbund der virtual minds Gruppe ist ADITION mit rund 60 Milliarden AdRequests pro Monat und zufriedenen Kunden wie United Internet Media, Swisscom, Plan.Net, OTTO, unquedigital, PAYBACK und redblue, der zweitgrößte AdServing-Anbieter im deutschsprachigen Markt.

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