

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	Link to data privacy policy	Submitted data	Reason	Storage duration
adjust	adjust GmbH, Saarbrücker Str. 37A, 10405 Berlin, Germany	https://www.adjust.com/privacy-policy/	Pseudonymized IDs, Pseudonymized usage data	Performance assessment of marketing campaigns	14 days
Google Analytics	Google Ireland Ltd., Gordon House, Barrow St Dublin 4, Irland	https://policies.google.com/privacy?hl=de	Pseudonymized IDs, Pseudonymized usage data	Analysis of app usage	no limitation
Google Ads	Google Ireland Ltd., Gordon House, Barrow St Dublin 4, Irland	https://policies.google.com/privacy/update?hl=de	Pseudonymized IDs, Pseudonymized usage data	Performance assessment of marketing campaigns	up to 540 days
Microsoft Hockey App	Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA	https://privacy.microsoft.com/de-de/privacystatement	Pseudonymized IDs, Pseudonymized usage data	Analysis for bug tracking in our app	no limitation, up to 90 days after contract ending
Facebook	Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland	https://de-de.facebook.com/about/privacy/update	Pseudonymized IDs, Pseudonymized usage data	Performance assessment of marketing campaigns	
Taboola	Taboola Europe Ltd., Aldgate House, 2nd Floor, 33 Aldgate High Street, London EC3N 1DL, United Kingdom	https://www.taboola.com/privacy-policy	Pseudonymized IDs, Pseudonymized usage data	Performance assessment of marketing campaigns	18 months
Ströer Mobile Performance	Ströer Digital Media gmbH, Kehrwieider 8-9, 20457 Hamburg, Germany	https://stroermobileperformance.com/privacy_de.php	Pseudonymized IDs, Pseudonymized usage data	Performance assessment of marketing campaigns	180 days
Google Firebase	Google Ireland Ltd., Gordon House, Barrow St Dublin 4, Irland	https://policies.google.com/privacy?hl=de	Pseudonymized IDs, Pseudonymized usage data	Analysis of app usage	no limitation