

# DATA PROCESSING AGREEMENT

(DPA)

Effective: April 2026

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## 1. Parties

Controller ↔ Signal (Processor)

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## 2. Scope

Processing for programmatic advertising services.

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## 3. Nature and Purpose

- bidstream processing
- RTB facilitation
- ad delivery
- measurement
- fraud detection
- optimization

Processing is:

- real-time
- automated
- infrastructure-level

Uses OpenRTB standards.

### ADDITION

Processor may also participate in RTB transactions involving the buying or selling of advertising inventory; however, processing of personal data remains limited to bidstream-level processing and does not include independent user profiling or audience creation.

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## 4. Data Categories

- IP
- device IDs
- device characteristics
- bidstream
- non-precise location

No:

- profiles
  - demographics
  - identity graphs
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## 5. Data Subjects

End users of digital media.

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## 6. Obligations

- process on instruction
  - secure data
  - assist requests
  - notify breaches
  - delete data
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## 7. Subprocessors

Allowed with safeguards.

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## 8. Security

Encryption, logging, controls.

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## **9. Retention**

Max 90 days.

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## **10. Rights**

Handled via controller.

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## **11. Transfers**

SCCs applied.

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## **12. Breach**

Notify without delay.

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## **13. Audit**

Reasonable audit rights.

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## **14. Termination**

Delete or return data.

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## **15. Liability**

Each party responsible.