



# Cookie Policy

Effective as of 6 October 2021, TaskUs, Inc., (“We”) and its subsidiaries & affiliates, (collectively, the “TaskUs Group” or “we” or “us” or “our”) have updated our Cookie Policy.

## 1. Intro

This Cookie Policy (“Policy”) explains that we believe in being open and clear about how we use your information. In the spirit of transparency, this Policy provides detailed information about how and when we use cookies on our TaskUs Platform, which is currently named TaskVerse or as it may be named in the future iterations (“**Website**”). For the purposes of this Policy, the term, “Website”, shall refer to <https://signup.taskus.com>.

## 2. What is a Cookie?

A cookie is a small text file that is placed on your hard drive by a web page server. Cookies contain information that can later be read by a web server in the domain that issued the cookie to you. There are several types of cookies:

**Session Cookies** provide information about how a website is used during a single browser session while a user is visiting a website and usually expire after the browser is closed.

**Persistent Cookies** remain on your device between different browser sessions for a set amount of time in order to enable the website to remember user preferences, settings, or actions across other sites.

**First-Party Cookies** are cookies set by the website you are visiting. They have the same domain or subdomain as what is in your browser’s address bar.

**Third-Party Cookies** are set by third parties that are different from the website you are visiting. These cookies have a different domain or subdomain than what is in your browser's address bar.

Web beacons, tags and scripts may be used in the Websites or in emails to help us to deliver cookies, count visits, understand usage and campaign effectiveness and determine whether an email has been opened and acted upon. More information about each cookie can be found by viewing our current cookie list below, which is updated periodically to include additional cookies that are not yet listed.

### **3. Do we use Cookies?**

Yes. We, our marketing partners, affiliates, and analytics or service providers use cookies and other technologies to ensure everyone who uses the Website has the best possible experience.

### **4. Why do we use Cookies?**

Like many websites, we use cookies, web beacons and other similar technologies to administer our website, improve your experience and remember your preferences. Cookies do a lot of different jobs. Some cookies are necessary for the performance of the Website. For example, some First Party cookies hold session information to allow you to navigate from page to page within the Website. Other cookies store information that helps us provide you with more relevant information or advertising that may interest you. When you visit our Website, we, or our partners or affiliates, may use cookies to store information that helps secure and administer our Website, provide you with an improved user experience, and for advertising purposes.

### **5. How to disable Cookies**

Many web browsers are set up to accept cookies automatically, but you may change your cookie preferences through the options available in your web browser. Unless you have adjusted your browser settings to block cookies, our system will issue cookies as soon as you visit our site or click on a link in a targeted email that we have sent you, even if you have previously deleted our cookies. If you choose to block or delete cookies, please bear in mind

that this will have an impact on your user experience as some features of the site may no longer work.

Our Website includes third party social media features, such as the Facebook Like button, and third party widgets, such as the ‘Share This’ button or interactive mini-programs that run on the Website. Please be aware that your interaction with these third party features is governed by the privacy policy of the third party company providing it. These features may collect information such as your IP address, which page you are visiting on the Website, and set a cookie to enable the feature to function properly. Some third party advertising networks, including Google, permit users to opt-out of or to customize internet browsing preferences. To learn more about this feature from Google, click [here](#).

## 6. What types of Cookies do we use?

Our use of cookies falls into the following general categories:

Category	Description
<b>1. Essential Cookies</b>	Essential cookies (First Party Cookies) are sometimes called “strictly necessary” as without them we cannot provide many services that you need on the Website. For example, essential cookies help remember your preferences as you move around the Website.
<b>2. Analytics Cookies</b>	These cookies track information about visits to the Websites so that we can make improvements and report our performance. For example: analyze visitor and user behavior so as to provide more relevant content or suggest certain activities. They collect information about how visitors use the Websites, which site the user came from, the number of each user’s visits and how long a user stays on the Websites. We might also use analytics cookies to test new ads, pages, or features to see how users react to them.

### 3. Functionality or Preference Cookies

During your visit to the Websites, cookies are used to remember information you have entered or choices you make (such as your username, language or your region) on the Websites. They also store your preferences when personalizing the Websites to optimize your use of TaskUs, for example, your preferred language. These preferences are remembered, through the use of the persistent cookies, and the next time you visit the Websites you will not have to set them again.

### 4. Targeting or Advertising Cookies

These Third Party Cookies are placed by third party advertising platforms or networks in order to, deliver ads and track ad performance, enable advertising networks to deliver ads that may be relevant to you based upon your activities (this is sometimes called “behavioral” “tracking” or “targeted” advertising) on the Websites. They may subsequently use information about your visit to target you with advertising that you may be interested in, on the Websites and other websites. For example, these cookies remember which browsers have visited the Websites.

We may use any of these categories of cookies on the Website as detailed below:

#### List of Cookies used on the Website

WEBSITE NAME	COOKIE NAME	COOKIE PURPOSE	COOKIE DURATION	CATEGORY
www.google.com	_ga	By default, analytics.js uses a single, first-party cookie named _ga	2 years	Analytics cookies

		to store the Client ID, but the cookie's name, domain, and expiration time can all be customized.		
www.google.com	_gat_UA-5184324-2	Google Analytics ID, injected via Google Tag Manager, so that DoubleClick Campaign Manager can consume it — presumably to associate and track the performance of ad campaigns via Analytics.	1 day	Targeting or advertising
www.google.com	_gid	Used to distinguish users	1 day	Analytics cookies
signup.taskus.com taskverse.taskus.com	_swurm	To keep a user logged in in a returning browser session	1 hour	Essential cookies
signup.taskus.com taskverse.taskus.com	_skye_key	To keep track of sessions	Browser session (automatically expires when the browser is closed)	Essential cookies

signup.taskus.com  taskverse.taskus.com	AWSALB	Cloud network configuration	7 days	Essential cookies
signup.taskus.com  taskverse.taskus.com	AWSALBCORS	Cloud network configuration	7 days	Essential cookies
signup.taskus.com  taskverse.taskus.com	AWSALBTG	Cloud network configuration	7 days	Essential cookies
signup.taskus.com  taskverse.taskus.com	g_csrf_token	Used for Google single sign on	5 minutes	Essential cookies

## 7. Updating This Policy

If there are any material changes to this Policy, you will be notified by the posting of a prominent notice on our Websites prior to the change becoming effective. We encourage you to periodically review this page for the latest information on the Policy. Your continued use of the Websites constitutes your agreement to be bound by such changes to this Policy. Your only remedy, if you do not accept the terms of this Policy, is to discontinue use of and access to the Websites. The content of this Policy is for your general information and use only. These cookies are subject to change without notice. You acknowledge that this information may contain inaccuracies or errors and is subject to change and we expressly exclude liability for any such inaccuracies or errors to the fullest extent permitted by law.

If you have any questions now or during your visit, please submit your request through our [Contact Us](#).

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