

## **RUBY RECEPTIONISTS, INC.**

### **Cookie Notice**

Last Updated October 7, 2020

This Cookie Notice explains how Ruby deploys cookies and similar technologies as part of our Services and describes your options to control how those technologies interact with your device. If you have any questions, please contact us at [privacy@ruby.com](mailto:privacy@ruby.com) or toll free at 866-611-7829.

#### **WHAT ARE COOKIES?**

Cookies are alphanumeric identifiers that we transfer to your device's harddrive through your web browser. Cookies are used to recognize your device and to store your preferences. Some cookies allow us to make it easier for you to navigate a website or platform, while others are used to enable a faster login process or to allow us to track your activities.

Session cookies allow our systems to uniquely identify you during a session or while you are logged in. They exist only during an online session and disappear from your device when you close your browser or turn off your device. We use session cookies to process your online transactions and requests and verify your identity, after you have logged in, as you move through our Services.

Persistent cookies track aggregate and statistical information about user activity, and display advertising on sites provided by other entities. These cookies remain on your device after you have closed your browser or turned off your device.

#### **WHERE WE PLACE COOKIES.**




Ruby may set cookies on (i) [www.ruby.com](http://www.ruby.com) and other websites we own or operate (the "**Site**"), (ii) our live chat, visitor tracking, mobile applications, customer portals and dashboards, and other software we offer (collectively, the "**Software**"), as well as our (iii) digital properties, applications, social network and other channels hosted on third party websites or platforms (together, with the Site and Software, the "**Services**"). We may also place cookies in the emails we send to track when the email is opened. The Services and our HTML emails may also contain small transparent images called "web beacons" or "pixels" that provide us with tracking statistics.

We use both first party cookies, meaning cookies that originate from Ruby, as well as third party cookies, meaning cookies that originate from a third-party hosting company. We are not responsible for how third party cookies behave or may change from time to time. Third party cookies and similar technologies are governed by each hosting company's specific privacy notice. You can control how cookies interact with your browser as described in **Controlling Cookies** below.



#### **COOKIES WE USE.**


This section provides details about the cookies we use as part of our Services for each of Ruby Receptionists, Pure Chat and Artibot.ai. Note that the names of cookies and their use can change from time to time as necessary to ensure that the Site functions as intended and, for third party cookies, as determined by the third-party cookie host.

**Strictly Necessary** cookies are necessary for the website to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in or filling in forms. You can set your browser to block or alert you about these cookies, but some parts of the site will not then work. These cookies do not store any personally identifiable information.


Category	Cookie	Purpose
	loginCookie (Ruby)	Preserves user login information on my.ruby.com and my.callruby.com.
	GTM cookies (Google)	Google Tag Manager cookies help Ruby manage its javascript tags, analytics and other tracking.
	Wordpress cookies like wp-settings-12; wp-settings-18; wp-settings-time-12; wp-settings-time-18; or similar (Wordpress)	Displays and improves the performance of the Site.
	_PCCID; PCCSID_"AccountIdHere" (Pure Chat)	Track visitor contact and session identification for the Pure Chat widget.
	Artibot.ai does not use currently any strictly necessary cookies.	Not applicable at this time.



**Performance** cookies allow us to count visits and traffic sources so we can measure and improve the performance of our site. They help us to know which pages are the most and least popular and see how visitors move around the site. All information these cookies collect is aggregated and therefore anonymous. If you do not allow these cookies we will not know when you have visited our site, and will not be able to monitor its performance.

Category	Cookie	Purpose
	Google Analytics cookies, such as _ga; _gac_UA-1174278-1; _gac_UA-1174278-8 (Google)	Tracks user's use and engagement of the Site.
	_mkto_trk (Marketo)	Tracks user's use of the Site, engagement of Site content, and enables automated follow-up emails to users that submit forms on the Site.
	pc_aid; pc_uid (Pure Chat)	Correlates Pure Chat dashboard account identification with account access logs.
	ChartBeat cookies, such as _chartbeat2, _cb_svref, and _cb, _cb_ls (ChartBeat)	Provide real time analytics of Pure Chat website.


Category	Cookie	Purpose
	Optimizely cookies, for example optimizelySegments, optimizelyBuckets, and optimizelyEndUserId (Optimizely)	A/B testing on the Pure Chat website.
	Google Analytics cookies like _ga and _gid, among others (Google)	Provide a variety of website analytics functions on the Pure Chat website.
	_hjid and similar cookie (Hotjar)	Tracks user engagements to generate website heatmap for Pure Chat website.
 <b>ArtiBot.ai</b>	Google Analytics cookies, such as ga and _gid (Google)	Tracks user engagement and provides analytics for the Artibot.ai website.



**Functional** cookies monitor and enhance your browsing experience. These cookies help us to identify errors and other issues users may face when using the Site and provides insight into Site performance.

Category	Cookie	Purpose
 <b>ruby</b> All business is personal.	activityFilters (Ruby)	Preserves filter settings on user's Activity Page on my.ruby.com and my.callruby.com.
	ASP.NET_SessionId (Ruby)	Holds session information on the Experience Ruby Site.
	Bold Chat cookies including _ga; bc-visit-id; bc-visitor-id; bc.visitor_token; and _bcvm_vrid_738569120187312609; (Bold Chat)	Enables live chat functionality between users and Ruby Chat Specialists and stores user chat preferences.
	__cfduid (Fonts.net)	Hosts and tracks usage of custom Ruby fonts.
	Google Optimize cookies (Google).	Allows Ruby to personalize and optimize the Site based on a user's engagement.


Category	Cookie	Purpose
	Hartjar cookies, for example _ga;ajs_anonymous_id;_hjid;_gcl_auajs_group_id;and ajs_user_id (Hotjar)	Tracks user engagement on the Site to improve user experience.
	Stripe cookies like __stripe_mid and __stripe_sid (Stripe)	Collects payment information from Ruby's Online Service Agreement.
	thirdPartyCookiesEnabled (Pure Chat)	Mandatory cookie detects if third party cookies are enabled for the Pure Chat widget.
	Artibot.ai does not use currently any functional cookies.	Not applicable at this time.



**Targeting** cookies may be set through our site by our advertising partners. They may be used by those companies to build a profile of your interests and show you relevant adverts on other sites. They do not store directly personal information but are based on uniquely identifying your browser and internet device. If you do not allow these cookies, you will experience less targeted advertising.

Category	Cookie	Purpose
	First party cookies, for example utm_params and similar (Ruby)	Tracks websites from which Site hits originate; stores user values from Ruby's online agreements and the Experience Ruby signup forms.
	Google Ads cookies, for example Albgclid and similar (Google)	Tracks users and their interactions with Google ads and the Site, including users that fill out forms or sign up for Ruby's services.
	Google DoubleClick cookies, including IDE; _fbp; and DSID (Google)	Tracks user interactions with Google ads, the Site and Ruby's electronic forms.




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	Pendo cookies including, for example, __ft_referrer; __mr_referrer; __zlcmid; _fbp; _ga; _gcl_aud; _gid; _mkto_trk; ajs_group_id; _pendo_visitorId.<someunique numbershere>; ajs_anonymous_id; ajs_user_id; ei_client_id; optimizelyBuckets; optimizelyEndUserId; optimizelySegments; pendo.ssess.jwt; pendo.ssess.mobile (Pendo)	Provides targeted advertising on my.ruby.com, my.callruby.com and Ruby's mobile applications.
	Bing Ads cookies like MR, MUID, SRCHD, SRCHUID, SRCHUSR, MUIDB (Bing Ads serviced by Microsoft)	Tracks clicks on Bing advertisements and user interactions with the Site including which users fill out forms or sign up for Services.
	Referral Rock cookies including _fbp; _gcl_aud; rrfirstpage; _ga; hubspotutk; __hstc; Rrfirstdate; ARRAffinity (Referral Rock)	Links Site visitors to members of a paid referral program.
	Pure Chat does not currently use any targeting cookies.	Not applicable at this time.
	ArtiBot does not currently use any targeting cookies.	Not applicable at this time.

**Social Media** cookies are set by a range of social media services that we have added to the site to enable you to share our content with your friends and networks. They are capable of tracking your browser across other sites and building up a profile of your interests. This may impact the content and messages you see on other websites you visit. If you do not allow these cookies you may not be able to use or see these sharing tools.

Category	Cookie	Purpose
	Facebook cookies, for example fr; dpr; c_user; datr; xs; spin; and sb (Facebook)	Tracks user interactions with Facebook ads, the Site and Ruby's electronic forms.

Category	Cookie	Purpose
	LinkedIn Ads cookies, for example lidc; _lipt; _ga; liap; li_sugr; bcookie; UserMatchHistory; aam_uuid; li_oatml; utag_main (LinkedIn)	Tracks user interactions with LinkedIn ads, the Site and Ruby's electronic forms.
	Pure Chat does not currently use any social media cookies.	Not applicable at this time.
	Facebook cookies, such as _fbp (Facebook)	Provides targeted marketing via the Artibot.ai website and dashboard.

**Security** cookies are used by some websites to help identify and prevent potential security risks.

Category	Cookie	Purpose
	Ruby does not currently use any security cookies.	Not applicable at this time.
	purechatAuthv5	Mandatory cookie used to authorize users for the Pure Chat widget and dashboard.
	artibot_dashboard_authenticated	Used by Customers to track authentication status of Artibot.ai users.

## CONTROLLING COOKIES.

**Cookie Consent Banner.** You may see a cookie consent banner on the Site that lists the categories of cookies we use and provides the option to accept or reject different types of cookies. When you consent to cookies on our cookie consent banner, Ruby may set cookies on the Site in correspondence with your selections. You may adjust your cookie selections at any time in the Privacy Preference Center, and we will display the cookie consent banner to you periodically.

**North American Visitors.** If you visit the Site from an IP address indicating that you are located in North America, you indicate your acceptance to all cookie types by clicking to accept on the cookie consent banner or by clicking through to another page on the Site. You may opt-out of some or all cookies that are not strictly necessary by adjusting your preferences via the cookie preference center.

**Visitors Outside North America.** If you visit the Site with an IP address indicating that you are

located outside of North America, we will assume that you only consent to receive cookies strictly necessary for the Site to function unless you click to accept all cookie types on the cookie consent banner or consent to additional categories of cookies via the cookie preference center.

***Browser Settings.*** Most web browsers automatically accept cookies. If you prefer, you can edit your browser options to block or disable cookies. You can also adjust your browser settings to notify you when you are sent a cookie. Most browsers offer a Help tool that will tell you how to prevent your computer from accepting new cookies, how to have the browser notify you when you receive a new cookie, or how to disable cookies altogether. You can also install third-party plugins to control cookie behavior.

Note that web beacons and pixels are not stored on your computer in the same way as cookies. If you disable cookies, these technologies may still load, but their functionality will be restricted. If you disable or refuse cookies or block the use of other tracking technologies, you will be able to browse certain areas of the Site, but some features may not function and some or all of our Services may not function properly.