



All business is personal.

RUBY RECEPTIONISTS, INC.

Cookie Notice

Last Updated September 3, 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 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 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.

The table below provides details about the cookies Ruby uses on 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.



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Category	Cookie	Purpose
Strictly Necessary cookies are browser cookies that are necessary for the Site to work as intended.	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.
Functionality 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.	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 <code>_ga</code> ; <code>ajs_anonymous_id</code> ; <code>_hjid</code> ; <code>_gcl_a</code> ; <code>ajs_group_id</code> ; and <code>ajs_user_id</code> (Hotjar)	Tracks user engagement on the Site to improve user experience.
	Stripe cookies like <code>__stripe_mid</code> and <code>__stripe_sid</code> (Stripe)	Collects payment information from Ruby's Online Service Agreement.
Analytics cookies help us understand how users engage with the Site. We use a set of cookies to collect information and report Site usage statistics without personally identifying individual visitors.	Google Analytics cookies, such as <code>_ga</code> ; <code>_gac_UA-1174278-1</code> ; <code>_gac_UA-1174278-8</code> (Google)	Tracks user's use and engagement of the Site.
	<code>_mkto_trk</code> (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.
Advertising cookies can be used to personalize and measure the effectiveness of advertising on the Site and other websites.	First party cookies, for example <code>utm_params</code> 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 <code>Albgclid</code> 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 <code>IDE</code> ; <code>_fbp</code> ; and <code>DSID</code> (Google)	Tracks user interactions with Google ads, the Site and Ruby's electronic forms.
	Facebook cookies, for example <code>fr</code> ; <code>dpr</code> ; <code>c_user</code> ; <code>datr</code> ; <code>xs</code> ; <code>spin</code> ; and <code>sb</code> (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.
	Pendo cookies including, for example, __ft_referrer; __mr_referrer; __zlcmid; _fbp; _ga; _gcl_au; _gid; _mkto_trk; ajs_group_id; _pendo_visitorId.<someunique numbershere>; ajs_anonymous_id; ajs_user_id; ei_client_id; optimizelyBuckets; optimizelyEndUserId; optimizelySegments; pendo.sess.jwt; pendo.sess.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_au; rrfirstpage; _ga; hubspotutk; __hstc; Rrfirstdate; ARRAffinity (Referral Rock)	Links Site visitors to members of a paid referral program.
Security cookies are used by some websites to help identify and prevent potential security risks.	Ruby does not currently use any security cookies.	Not applicable at this time.



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Strictly Necessary cookies are browser cookies that are necessary for the Site to work as intended.	_PCCID; PCCSID_"AccountIdHere" (Pure Chat)	Track visitor contact and session identification for the Pure Chat widget.
Functionality 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.	thirdPartyCookiesEnabled (Pure Chat)	Mandatory cookie detects if third party cookies are enabled for the Pure Chat widget.
Analytics cookies help us understand how users engage with the Site. We use a set of cookies to collect information and report Site usage statistics without personally identifying individual visitors.	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.
	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.
Advertising cookies can be used to personalize and measure the effectiveness of advertising on the Site and other websites.	_hjid and similar cookie (Hotjar)	Tracks user engagements to generate website heatmap for Pure Chat website.

Category	Cookie	Purpose
Security cookies are used by some websites to help identify and prevent potential security risks.	Pure Chat does not currently use any advertising cookies.	Not applicable at this time.
	purechatAuthv5	Mandatory cookie used to authorize users for the Pure Chat widget and dashboard.



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Strictly Necessary cookies are browser cookies that are necessary for the Site to work as intended.	Stripe cookies, such as __stripe_si and __stripe_mid (Stripe)	Used by Stripe to enable payment processing within the Pure Chat widget.
Functionality 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.	Artibot.ai does not use currently any functionality cookies.	Not applicable at this time.
Analytics cookies help us understand how users engage with the Site. We use a set of cookies to collect information and report Site usage statistics without personally identifying individual visitors.	Google Analytics cookies, such as ga and _gid (Google)	Tracks user engagement and provides analytics for the Artibot.ai website.
Advertising cookies can be used to personalize and measure the effectiveness of advertising on the Site and other websites.	Facebook cookies, such as _fbp (Facebook)	Provides targeted marketing via the Artibot.ai website and dashboard.

Category	Cookie	Purpose
Security cookies are used by some websites to help identify and prevent potential security risks.	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, 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, we will assume that you consent to all categories of cookies unless you instruct otherwise via your cookie consent banner selections.

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 demonstrate your consent to additional categories of cookies through your cookie consent banner selections or engaging with the Site by scrolling through or clicking to another page on the Site.

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.