

TALYX AI COOKIES AND CONSENT POLICY

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EXECUTIVE SUMMARY

Talyx AI, Inc. and its subsidiaries and affiliates (collectively "Talyx," "we," "us," or "our") utilize cookies and similar tracking technologies on our websites, applications, and digital properties to enhance user experience, analyze usage patterns, optimize content delivery, and improve our services. This Cookies and Consent Policy explains what cookies are, how we use them, your choices regarding cookies, and how to manage your cookie preferences.

This policy should be read in conjunction with our Privacy Policy, which provides comprehensive information about how we collect, use, and protect personal data.

SECTION 1: UNDERSTANDING COOKIES AND TRACKING TECHNOLOGIES

1.1 What Are Cookies?

Cookies are small text files placed on your device (computer, smartphone, tablet) when you visit websites. Cookies serve various functions including remembering your preferences, enabling website functionality, analyzing usage patterns, and delivering relevant content.

Cookies contain unique identifiers allowing websites to recognize your device during current visits (session cookies) or across multiple visits (persistent cookies). Cookies do not typically contain personally identifiable information unless you have provided such information to the website.

1.2 Types of Tracking Technologies

Talyx digital properties may utilize various tracking technologies including:

Cookies: Text files stored on your device by your web browser

Web Beacons (Pixels): Small graphic images embedded in web pages or emails that track user behavior and measure communication effectiveness

Local Storage: HTML5 local storage enabling data persistence in your browser

Session Storage: Temporary data storage cleared when browser session ends

Software Development Kits (SDKs): Code libraries embedded in mobile applications enabling functionality and analytics

Analytics Identifiers: Unique identifiers assigned to track usage patterns across sessions

1.3 First-Party and Third-Party Cookies

First-Party Cookies: Cookies set directly by Talyx on our domains, used primarily for website functionality, user preferences, and direct analytics.

Third-Party Cookies: Cookies set by external service providers and partners operating on Talyx digital properties, used for analytics, advertising, social media integration, and third-party service delivery.

1.4 Session and Persistent Cookies

Session Cookies: Temporary cookies deleted automatically when you close your browser, used primarily for essential website functionality during your visit.

Persistent Cookies: Cookies remaining on your device for specified duration or until manually deleted, used for preference storage, authentication, and long-term analytics.

SECTION 2: HOW TALYX USES COOKIES

Talyx deploys cookies across four primary categories, each serving distinct business purposes aligned with our commitment to service excellence and user experience optimization.

2.1 Strictly Necessary Cookies

Purpose: Enable core website functionality and security features essential for digital property operation. These cookies are critical for providing services you explicitly request and cannot be disabled without fundamentally impairing website usability.

Specific Functions:

Authentication and Access Control: Recognize logged-in users, maintain session security, and enable access to protected content and client portals.

Security Protection: Detect and prevent fraudulent activity, protect against automated attacks, implement security protocols, and maintain system integrity.

Load Balancing: Distribute traffic across servers ensuring optimal performance and reliability.

Preference Storage: Remember essential user choices required for service delivery during your session.

Form Functionality: Enable multi-step forms, preserve form data during navigation, and prevent duplicate submissions.

Legal Basis: These cookies are necessary for delivering services you request and operating our digital properties. No consent is required as they are essential for basic website functionality.

Data Retention: Session cookies deleted upon browser closure; persistent necessary cookies typically expire within 12 months.

2.2 Functional Cookies

Purpose: Enhance user experience by remembering your preferences, customization choices, and interaction patterns, enabling personalized content delivery and improved usability.

Specific Functions:

Preference Memory: Remember language selection, content format preferences, communication preferences, and interface customization choices.

Content Personalization: Deliver content relevant to your interests, industry sector, and engagement history with Talyx.

User Interface Optimization: Remember display settings, accessibility options, and navigation preferences.

Communication Management: Track newsletter subscriptions, content download preferences, and notification settings.

Video and Media: Enable video playback, remember playback position, and optimize media delivery.

Legal Basis: Legitimate interest in providing optimal user experience and efficient service delivery. In jurisdictions requiring consent, we obtain consent through cookie banner mechanisms.

Data Retention: Typically 12 to 24 months depending on specific cookie function.

2.3 Analytical and Performance Cookies

Purpose: Collect aggregated data about website usage patterns, performance metrics, and user behavior enabling continuous improvement of Talyx digital properties and service delivery.

Specific Functions:

Usage Analytics: Track pages visited, time spent on content, navigation paths, and interaction patterns providing insights into content effectiveness and user engagement.

Performance Measurement: Monitor website load times, identify technical issues, measure feature usage, and optimize system performance.

Error Detection: Identify and diagnose technical errors, browser compatibility issues, and functionality problems.

Conversion Tracking: Measure effectiveness of marketing campaigns, content initiatives, and conversion funnel performance.

A/B Testing: Enable controlled experiments testing interface variations, content approaches, and feature implementations.

Research and Benchmarking: Generate aggregated insights contributing to industry research, benchmarking studies, and thought leadership development.

Analytics Platforms Utilized:

Google Analytics: Comprehensive web analytics platform tracking user interactions, traffic sources, behavior patterns, and conversion metrics. Data processed pursuant to Google's data processing terms.

Adobe Analytics: Enterprise analytics platform providing advanced segmentation, attribution modeling, and predictive analytics. Data processed pursuant to Adobe's data processing terms.

Proprietary Analytics: Talyx-developed analytics systems measuring engagement-specific metrics relevant to our guaranteed outcome methodology and capability development tracking.

Legal Basis: Legitimate interest in operating efficient digital properties and continuously improving user experience. In jurisdictions requiring consent, we obtain consent through cookie banner mechanisms.

Data Retention: Aggregated analytics data retained indefinitely; individual user data typically 14 to 26 months depending on analytics platform configuration.

Privacy Safeguards: Analytics data aggregated and anonymized where feasible. IP addresses masked or truncated. Demographic data generalized to prevent individual identification.

2.4 Marketing and Advertising Cookies

Purpose: Deliver relevant marketing communications, measure campaign effectiveness, enable remarketing programs, and optimize content distribution across digital channels.

Specific Functions:

Remarketing and Retargeting: Display Talyx content and messaging to previous website visitors across third-party platforms, enabling continued engagement with prospects demonstrating initial interest.

Campaign Attribution: Track effectiveness of marketing campaigns, content initiatives, and channel performance enabling data-driven marketing optimization.

Audience Segmentation: Create audience segments based on interests, behaviors, and engagement patterns enabling targeted, relevant communications.

Conversion Measurement: Track completion of desired actions including content downloads, event registrations, contact form submissions, and engagement requests.

Cross-Device Tracking: Recognize users across multiple devices enabling coherent marketing experience and accurate attribution.

Social Media Integration: Enable content sharing, social login functionality, and measurement of social media marketing effectiveness.

Marketing Platforms Utilized:

LinkedIn Marketing: Professional network advertising, conversion tracking, and audience targeting. Governed by LinkedIn Cookie Policy and privacy terms.

Google Ads: Search and display advertising, remarketing campaigns, and conversion measurement. Governed by Google Ads policies and privacy terms.

Facebook Business Tools: Social media advertising, custom audiences, and conversion tracking. Governed by Facebook Business Tools terms and privacy policy.

HubSpot: Marketing automation, email tracking, website personalization, and lead scoring. Governed by HubSpot data processing agreement and privacy policy.

Adobe Marketing Cloud: Comprehensive marketing technology stack including Experience Manager, Campaign, and Target. Governed by Adobe data processing terms.

Legal Basis: Consent obtained through cookie banner mechanisms prior to marketing cookie deployment, except where legitimate interest applies per applicable law. Users may withdraw consent at any time through cookie management tools.

Data Retention: Marketing cookies typically expire between 90 days and 24 months depending on specific platform and campaign requirements. Users may delete cookies at any time through browser settings or cookie management tools.

Third-Party Privacy Policies: Marketing cookies are subject to respective third-party platform privacy policies. We recommend reviewing privacy policies of platforms listed above to understand their data practices.

SECTION 3: COOKIE INVENTORY AND TECHNICAL SPECIFICATIONS

The following table provides detailed inventory of cookies deployed on Talyx digital properties:

Strictly Necessary Cookies

Cookie Name: talyx_session

Provider: Talyx (First-Party)

Purpose: Maintain authenticated user session and security

Duration: Session (deleted on browser close)

Type: HTTP Cookie

Cookie Name: talyx_security

Provider: Talyx (First-Party)

Purpose: Implement security protocols and fraud prevention

Duration: 24 hours

Type: HTTP Cookie

Cookie Name: talyx_consent

Provider: Talyx (First-Party)

Purpose: Store cookie consent preferences

Duration: 12 months

Type: HTTP Cookie

Cookie Name: csrf_token

Provider: Talyx (First-Party)

Purpose: Cross-site request forgery protection

Duration: Session
Type: HTTP Cookie

Functional Cookies

Cookie Name: talyx_preferences
Provider: Talyx (First-Party)
Purpose: Store user interface preferences and customization
Duration: 12 months
Type: HTTP Cookie

Cookie Name: talyx_language
Provider: Talyx (First-Party)
Purpose: Remember language selection
Duration: 12 months
Type: HTTP Cookie

Cookie Name: talyx_region
Provider: Talyx (First-Party)
Purpose: Store geographic preference for content localization
Duration: 6 months
Type: HTTP Cookie

Cookie Name: wistia
Provider: Wistia (Third-Party)
Purpose: Enable video playback and remember playback preferences
Duration: Session to 12 months
Type: HTTP Cookie and Local Storage

Analytical and Performance Cookies

Cookie Name: _ga, _gid, _gat
Provider: Google Analytics (Third-Party)
Purpose: Distinguish users, throttle request rate, track user interactions
Duration: 2 years (_ga), 24 hours (_gid), 1 minute (_gat)
Type: HTTP Cookie

Cookie Name: ga[container-id]
Provider: Google Analytics 4 (Third-Party)
Purpose: Store and count pageviews for Google Analytics 4
Duration: 2 years
Type: HTTP Cookie

Cookie Name: s_cc, s_sq, s_vi
Provider: Adobe Analytics (Third-Party)
Purpose: Determine cookie support, track user behavior, identify unique visitors
Duration: Session (s_cc, s_sq), 2 years (s_vi)
Type: HTTP Cookie

Cookie Name: talyx_analytics
Provider: Talyx (First-Party)
Purpose: Track engagement patterns for proprietary analytics
Duration: 14 months
Type: HTTP Cookie

Marketing and Advertising Cookies

Cookie Name: li_sugr, UserMatchHistory, bcookie, lidc
Provider: LinkedIn (Third-Party)
Purpose: Browser identification, cookie consent tracking, remarketing, load balancing
Duration: 90 days to 24 months
Type: HTTP Cookie

Cookie Name: _gcl_au
Provider: Google Ads (Third-Party)
Purpose: Store and track conversions from Google Ads
Duration: 90 days
Type: HTTP Cookie

Cookie Name: fr, _fbp
Provider: Facebook (Third-Party)
Purpose: Deliver advertising, track conversions, remarketing
Duration: 90 days
Type: HTTP Cookie

Cookie Name: __hstc, hubspotutk, __hssc, __hsrc
Provider: HubSpot (Third-Party)
Purpose: Track visitor sessions, identity, session duration, form submissions
Duration: 13 months (__hstc, hubspotutk), 30 minutes (__hssc), Session (__hsrc)
Type: HTTP Cookie

This inventory represents primary cookies deployed as of document effective date. Cookie deployment may evolve as we enhance digital properties and optimize user experience. Current cookie inventory is accessible through cookie management tools on Talyx websites.

SECTION 4: CONSENT AND COOKIE MANAGEMENT

4.1 Consent Mechanism

When you first visit Talyx websites from jurisdictions requiring cookie consent (including European Economic Area, United Kingdom, and where otherwise required), we display cookie banner requesting your consent for non-essential cookie categories. You may:

Accept All Cookies: Consent to deployment of all cookie categories enabling full website functionality and personalized experience.

Reject Non-Essential Cookies: Decline analytical, functional, and marketing cookies while accepting strictly necessary cookies required for basic functionality.

Customize Cookie Preferences: Select specific cookie categories you wish to permit, rejecting others per your preferences.

Strictly necessary cookies are deployed automatically as they are essential for website operation. All other cookie categories require your consent prior to deployment.

4.2 Withdrawing and Modifying Consent

You may withdraw or modify cookie consent at any time through:

Cookie Preference Center: Access cookie management interface by clicking "Cookie Settings" link in website footer on any Talyx digital property.

Browser Settings: Modify browser cookie settings per instructions in Section 4.3.

Privacy Request: Submit consent withdrawal request to info@talyx.ai.

Withdrawing consent does not affect lawfulness of processing based on consent prior to withdrawal. Consent withdrawal may limit certain website features and functionalities.

4.3 Browser Cookie Controls

All modern browsers enable cookie management through browser settings. Below are instructions for common browsers:

Google Chrome:

1. Click menu icon (three dots) and select Settings
2. Navigate to Privacy and Security, then Cookies and other site data
3. Choose cookie preference: Block all cookies, Block third-party cookies, or Allow all cookies
4. Manage individual site cookies through "See all site data and permissions"

Mozilla Firefox:

1. Click menu icon and select Settings
2. Navigate to Privacy & Security
3. Under Cookies and Site Data, select cookie blocking preference
4. Click Manage Data to view and delete specific cookies

Safari:

1. Click Safari menu and select Preferences
2. Navigate to Privacy tab
3. Adjust cookie and website data preferences
4. Click Manage Website Data to view and remove specific cookies

Microsoft Edge:

1. Click menu icon (three dots) and select Settings
2. Navigate to Cookies and site permissions
3. Select Manage and delete cookies and site data
4. Configure cookie blocking preferences and manage individual site cookies

Additional browser-specific instructions available at www.allaboutcookies.org.

Note: Blocking all cookies will prevent use of essential website features including authentication, security protocols, and core functionality.

4.4 Mobile Device Controls

Mobile operating systems provide cookie and tracking management options:

iOS (iPhone/iPad): Settings > Safari > Block All Cookies (or Advanced > Website Data to manage individual site data)

Android: Settings > Site Settings > Cookies (within browser application settings)

Mobile app tracking may be managed through device advertising settings and app-specific privacy controls.

4.5 Third-Party Opt-Out Mechanisms

For marketing and advertising cookies, additional opt-out mechanisms are available:

Google Ads Settings: Manage Google advertising preferences at adssettings.google.com

Google Analytics Opt-Out: Install browser add-on at tools.google.com/dlpage/gaoptout

Facebook Ad Preferences: Manage Facebook advertising settings at www.facebook.com/ads/preferences

LinkedIn Ad Preferences: Manage LinkedIn advertising settings at www.linkedin.com/psettings/advertising

Network Advertising Initiative: Opt out of participating network advertising at optout.networkadvertising.info

Digital Advertising Alliance: Manage preferences at optout.aboutads.info (US) or youronlinechoices.eu (Europe)

Each opt-out mechanism is browser-specific and device-specific. Clearing cookies removes opt-out preferences requiring re-establishment.

SECTION 5: WEB BEACONS IN EMAIL COMMUNICATIONS

5.1 Email Tracking Technology

Talyx uses web beacons (also called pixels or tracking pixels) in marketing emails, newsletters, and business communications to:

Track Email Opens: Determine whether recipients open emails enabling measurement of email campaign effectiveness and content relevance.

Link Click Tracking: Monitor which links recipients click providing insights into content interests and engagement patterns.

Device and Client Information: Collect technical information about email client, device type, and geographic location (approximate) enabling email optimization.

Engagement Scoring: Develop engagement metrics informing content personalization and communication frequency optimization.

5.2 Web Beacon Functionality

Web beacons are small, typically invisible graphic images (often 1x1 pixel) embedded in email HTML. When email is opened in HTML-enabled email client, beacon loads from server creating record of email open event along with timestamp, IP address, device information, and email client data.

5.3 Managing Email Tracking

You may limit email web beacon tracking through:

Email Client Settings: Configure email client to disable automatic image loading, preventing beacon activation. Note this also blocks legitimate images in emails.

Plain Text Email: Request plain text email format (where available) eliminating HTML-based tracking.

Unsubscribe: Opt out of marketing emails through unsubscribe links in email footer, eliminating future tracking.

Privacy-Focused Email Clients: Utilize email clients with built-in tracking protection features.

Email tracking enables Talyx to deliver more relevant content and optimize communication effectiveness. We do not use email tracking for invasive surveillance or purposes unrelated to legitimate business communication optimization.

SECTION 6: COOKIE RETENTION AND DELETION

6.1 Retention Periods

Cookie retention varies by cookie type and purpose:

Session Cookies: Automatically deleted when browser session ends (typically when browser is closed).

Short-Term Cookies: Expire within hours to weeks, used for temporary functionality and security measures.

Medium-Term Cookies: Expire within months, used for user preferences and analytics.

Long-Term Cookies: Persist for one to two years, used for authentication, long-term preferences, and extended analytics.

Specific retention periods for individual cookies are documented in Section 3 cookie inventory.

6.2 Manual Cookie Deletion

Users may manually delete cookies at any time through browser settings per instructions in Section 4.3. Deleting cookies will:

Remove stored preferences requiring re-configuration

Sign you out of authenticated sessions requiring re-login

Reset analytics tracking creating new visitor identification

Clear marketing cookie data stopping remarketing until cookies are re-established (if you subsequently consent)

6.3 Automated Deletion

Some browsers and privacy tools offer automated cookie deletion options including:

Delete cookies on browser close

Delete cookies after specified time period

Block third-party cookies automatically

Clear specific cookie categories while preserving others

Configure these options through browser privacy settings or third-party privacy tool settings.

SECTION 7: PRIVACY AND DATA PROTECTION

7.1 Personal Data in Cookies

Most cookies deployed by Talyx do not contain personally identifiable information. Cookies typically contain:

Random unique identifiers (e.g., alphanumeric strings)

Timestamps and expiration dates

Preference selections and settings

Aggregated usage metrics

Cookies may be associated with personal data when:

You are authenticated to Talyx platforms with your account

You provide personal information through forms, registrations, or communications

We combine cookie data with personal data you have provided for analytics or personalization

When cookie data is associated with personal data, such data processing is governed by Talyx Privacy Policy and applicable data protection laws.

7.2 Cookie Data Processing

Cookie data processing adheres to privacy principles including:

Purpose Limitation: Cookie data used solely for purposes disclosed in this policy

Data Minimization: Collection limited to data necessary for specified purposes

Security: Appropriate technical and organizational measures protecting cookie data

Retention Limitation: Cookie data retained only as long as necessary for stated purposes

Transparency: Clear disclosure of cookie practices, purposes, and management options

7.3 Third-Party Data Processing

Third-party cookies are subject to respective third-party privacy policies and data processing practices. Talyx has implemented safeguards including:

Vendor Due Diligence: Assessment of third-party privacy practices and security measures

Data Processing Agreements: Contractual requirements for appropriate data handling

Limited Data Sharing: Sharing only data necessary for specified third-party services

Third-party vendors may process cookie data according to their own policies and for their own purposes. Review vendor privacy policies listed in Section 2.4 for detailed information.

7.4 International Data Transfers

Cookie data, including associated personal data, may be transferred to and processed in countries outside your jurisdiction, including United States where Talyx is headquartered. We implement appropriate safeguards for international transfers including:

Standard Contractual Clauses for transfers from European Economic Area

Privacy Shield compliance (where applicable)

Vendor commitments to equivalent data protection standards

Technical and organizational security measures

7.5 Children's Privacy

Talyx digital properties target business professionals and organizations. We do not knowingly collect data from children under 16 years of age through cookies or other means. If we become aware of cookie data collected from children, we will take prompt steps to delete such data.

SECTION 8: DO NOT TRACK SIGNALS

Some browsers and devices offer "Do Not Track" (DNT) signals indicating user preference not to be tracked. Currently, no universal standard exists for recognizing and responding to DNT signals. Talyx digital properties do not currently respond to DNT signals, though we provide robust cookie management options through mechanisms described in Section 4.

We monitor industry developments regarding DNT standards and will evaluate implementation of DNT response mechanisms as standards evolve.

SECTION 9: UPDATES TO COOKIE POLICY

9.1 Policy Modifications

Talyx reserves right to update this Cookies and Consent Policy to reflect:

Changes in cookie practices or technologies deployed

New features or services requiring additional cookies

Regulatory developments or legal requirements

Industry best practices and privacy standards

9.2 Change Notification

Material changes to this policy will be communicated through:

Prominent notice on Talyx websites

Updated effective date at top of policy document

Email notification to registered users (where appropriate)

In-platform notifications for authenticated users

9.3 Consent Re-Collection

If changes require new consent under applicable law, we will re-display cookie consent banners requesting updated consent for modified practices.

9.4 Policy History

Previous versions of this policy are available upon request to info@talyx.ai for users seeking to review prior terms applicable during specific timeframes.

SECTION 10: CONTACT INFORMATION AND INQUIRIES

For questions, concerns, or requests regarding this Cookies and Consent Policy or Talyx cookie practices:

Primary Contact:

Talyx AI, Inc.

Privacy and Compliance Department

Email: info@talyx.ai

SECTION 11: SUPPLEMENTAL JURISDICTION-SPECIFIC PROVISIONS

11.1 European Economic Area and United Kingdom

EEA and UK visitors have specific rights under GDPR and UK GDPR including:

Right to object to cookie processing based on legitimate interests

Right to withdraw cookie consent at any time

Right to lodge complaints with supervisory authorities regarding cookie practices

For EEA/UK-specific inquiries, contact our EU Representative at [EU representative contact] or UK Representative at [UK representative contact].

11.2 California

California residents have rights under CCPA including:

Right to know what personal information is collected through cookies

Right to opt out of sale of personal information (note: Talyx does not sell cookie data)

Right to non-discrimination for exercising privacy rights

California residents may exercise rights through info@talyx.ai or mechanisms described in Section 4.

11.3 Other Jurisdictions

Residents of jurisdictions with specific cookie or privacy regulations should contact info@talyx.ai for information regarding applicable rights and our compliance with local requirements.

SECTION 12: ADDITIONAL RESOURCES

For more information about cookies, privacy, and online tracking:

All About Cookies: www.allaboutcookies.org - Comprehensive cookie information and browser-specific management instructions

Your Online Choices (Europe): www.youronlinechoices.eu - European advertising opt-out platform

Digital Advertising Alliance (US): www.aboutads.info - US advertising opt-out platform and educational resources

Network Advertising Initiative: www.networkadvertising.org - Industry association providing consumer education and opt-out tools

Privacy Rights Clearinghouse: www.privacyrights.org - Consumer privacy advocacy and education

International Association of Privacy Professionals: www.iapp.org - Professional privacy resources and standards

These resources are provided for informational purposes. Talyx is not responsible for third-party website content or practices.

DOCUMENT CERTIFICATION

This Cookies and Consent Policy has been reviewed and approved by Talyx legal and privacy personnel to ensure compliance with applicable laws, alignment with industry standards, and consistency with Talyx's commitment to transparency and user control over data practices.

This policy reflects Talyx's dedication to ethical data practices, user privacy protection, and transparent communication regarding tracking technologies deployed on our digital properties.

Talyx AI, Inc.

Cookies and Consent Policy Version 1.0

Effective Date: October 17, 2025

END OF DOCUMENT