**Taboola website privacy notice**

**1. When this Privacy Notice applies**

This Privacy Notice (“**Notice**”) applies when we collect, use, store, or share your personal data through our website, [www.taboola.com](http://www.taboola.com/).  It also describes the rights you can exercise in respect of your personal data.

**2. About Us**

Taboola, Inc., together with its Affiliates (“**Taboola**”, “**we**”, “**us**”, or “**our**”) is a company registered in []. Our registered office is at 16 Madison Square West, 7th fl.,  
New York, NY, 10010.

In the UK, we are also registered as a data controller with the Information Commissioner’s Office.  Our registration number is ZA117631.

**3.  Contact us**

If you have any questions about our use of your personal data, or wish to exercise any of your data protection rights, please contact us using the details below:

* Email [privacy@taboola.com](mailto:privacy@taboola.com).

**4. What personal data do we collect and use?**

Taboola collects Site Visitor Information either directly from you or from third parties that collect this Information during your use of our Sites. We may combine all the Information that we collect from various sources.

* Information we collect directly from you. We may collect Site Visitor Information directly from you. For example, when you send us an email asking a question, or submit a form on our Sites to receive marketing materials or email newsletters, we will collect the Information that you submit to us. We may also collect any other Information that you choose to provide to us, such as the contents of a message that you submit through our Sites.
* Information we collect from third parties. We may collect Site Visitor Information about you from third parties that collect information on our behalf through your use of the Site, such as web analytics companies. Such information may include, without limitation, information about your operating system, IP address, settings and system configurations, device model, device ID and other unique device identifiers, mobile related information, the web pages you access within our Sites, the website that led you to our Sites, the website to which you go after leaving our Sites, the dates and times that you access our Sites, event information (e.g., system crashes) and web log data.

For more information about how we use cookies and other technologies, please refer to our [Cookie Policy](https://www.taboola.com/policies/cookie-policy).

We use your Site Visitor Information for the following purposes:

* Providing our Service. We use Site Visitor Information to provide and manage our Sites and Services.
* Tailoring content. We use Site Visitor Information to tailor the content and information that we send or display to you on our Sites, and to otherwise personalize your experiences while using our Sites.
* Communicating with you. We use Site Visitor Information to communicate with you, including via email, about our Services; to respond to your inquiries via our website request forms; and to answer any questions or complaints you submit; to provide you with news, best practices or other information that we think may interest you.
* Marketing and advertising. We use Site Visitor Information to provide you with newsletters, special offers, and promotions, including via email; to contact you about products or services we think may interest you; and for other marketing, advertising, and promotional purposes. These communications will be sent in accordance with your communications preferences.
* Analyzing use of our Sites. We use Site Visitor Information to better understand how individuals access and use our Sites, both on an aggregated and individualized basis; to honor their requests and preferences; and for other research, analytical or statistical purposes.

We process this information for the purposes of rendering our website correctly, legitimate interests.

**5. How We Disclose Site Visitor Information**

We may disclose Site Visitor Information as follows:

* Taboola Affiliates. We may disclose Site Visitor Information to any current or future Affiliates, parent companies, or subsidiaries to process for the purposes described in this Privacy Policy.
* Taboola service providers. We may disclose Site Visitor Information to vendors, service providers, agents, contractors, or others who perform functions (e.g., maintenance, data analysis, customer relationship management, email marketing, surveys, credit card processing, data hosting, fraud detection) on our behalf.
* to our third party service providers, such as IT hosting providers, email providers and data backup providers, under strict contractual terms that protect the personal data in accordance with data protection law;
* to law enforcement, judicial or regulatory authorities if we believe disclosure is necessary (i) as a matter of applicable law or regulation, (ii) to exercise, establish or defend our legal rights, or (iii) to protect your vital interests or those of any other person;
* to a potential buyer (and its agents and advisers) in connection with any proposed purchase of any part of our business.  We will inform the buyer to use your personal data only for the purposes set out in this Notice; and
* to any other person if you have consented.

**6.  International transfers**

We may transfer your Information outside the country in which it is collected, including to a country that may not offer the same level of protection for Information as the country in which you reside. Rest assured however, that Taboola has arranged all contractual safeguards to ensure your Information is processed in a way that offers an adequate level of protection when it is shared between or among Taboola Affiliates, subsidiaries, and/or parent companies.

**7.  How long we store personal data**

We will store the personal data we collect for as long as we have an ongoing legitimate need to do so (for example, to provide you with legal advice or to comply with applicable legal, tax or accounting requirements).

When we have no ongoing legitimate need to use your personal data, we will either delete or anonymise it or, if this is not possible (for example, because your personal data is stored in backup archives), we will securely store your data and isolate it from any further processing until deletion is possible.

**8.  Your rights**

You have the right to request that Taboola (i) provide you with access to the Personal Data we hold about you, (ii) correct your Personal Data, (iii) export your Personal Data, (iv) delete your Personal Data, and (v) cease or restrict processing of your Personal Data. If you are a User and would like to understand what Personal Data and behavioural information Taboola holds about you, specifically, and how you can exercise any of your rights with respect to your Personal Data, please visit [Taboola’s Data Subject Access Request Portal](https://accessrequest.taboola.com/access). Customers may also submit a data subject access request by emailing us at [privacy@taboola.com](mailto:privacy@taboola.com) so that Taboola may either respond with the relevant information or, if applicable, direct this request to, and cooperate with, your employer to respond.

You have the right to complain to a data protection authority about our collection and use of your Personal Data. To learn more, please contact your local data protection authority, via the contact methods available [here](http://ec.europa.eu/justice/article-29/structure/data-protection-authorities/index_en.htm). However, if you have any questions about our collection and use of your Personal Data, please first contact us at [support@taboola.com](mailto:support@taboola.com). If you are unable to obtain the information or resolution that you seek, you may also contact our Data Protection Officer at [dpo@taboola.com](mailto:dpo@taboola.com).

We respond to all requests received from individuals wishing to exercise their data protection rights in accordance with applicable data protection laws.

**9. Third-Party Online Advertising**

To understand your interests and deliver advertisements that are tailored to your interests, we may work with service providers or third parties that use their own [cookies, web beacons, and other technologies](https://www.taboola.com/policies/cookie-policy) to collect Information about Site Visitors’ online activities, either on our Sites and/or other websites across the Internet  (“Taboola Ad Partners”). These Taboola Ad Partners include advertisers and ad networks that may collect Information about when you view or interact with one of their advertisements and may collect information regarding your activities on our Sites and your online activities over time and across different websites. Like most advertisers, Taboola works to place our advertisements where we think they will be most interesting and relevant to the recipient. One way we do this is by allowing ad networks to place their own cookies when an individual visits our Sites. This enables the ad network to recognize individuals who have previously visited the Taboola Sites. Then, if the ad network has purchased ad space on a third-party website, and recognizes that same individual visiting that third-party website, the ad network can deliver a Taboola advertisement, knowing that this individual has already expressed interest in Taboola by visiting the Taboola Sites. To learn more about third parties who collect Site Visitor Information, please review our [Cookie Policy](https://www.taboola.com/cookie-policy).

**10. Site Visitor Choices**

Site Visitors may opt out of the Taboola Ad Partners that collect information on the Sites to serve ads about Taboola. (California Site Visitors may exercise their options directly with Taboola, as outlined below). By visiting one of the Digital Advertising Alliance affiliate websites, you can learn more about User choices and opting out of interest-based advertising displayed by the many member companies.

Users in the United States may visit the DAA consumer choice page at [www.aboutads.info/choices](http://www.aboutads.info/choices)

Users in Canada may visit the DAAC consumer choice page at [www.youradchoices.ca/choices](http://www.youradchoices.ca/choices)

Users in Europe (including the United Kingdom) may visit the EDAA consumer choice page at [www.youronlinechoices.eu](http://www.youronlinechoices.eu/)

Please note that an opt out from one or more companies listed on the DAA, DAAC, or EDAA consumer choice pages will not prevent you from seeing those companies’ advertisements. Rather, the opt out will prevent these companies from using your Information to display targeted content or ads to you. You may continue to receive advertisements that are selected based on the particular website that you are viewing (i.e., contextually based ads).

Also, if your browsers are configured to reject cookies when you visit the DAA, DAAC or EDAA consumer choice pages, your opt out may not be effective because your browser will refuse opt-out cookies (that alert companies that you have exercised your opt-out preference).

For Site Visitors who have subscribed to receive emails from us, you can manage your subscription by clicking your unique link that appears at the bottom of each of these emails.

**11.  Updates**

We may update this Notice from time to time.  We may do this if it is necessary, for example, to respond to legal, technical or business developments. When we update our Notice, we will take appropriate measures to inform you (for example, for minor changes, we will post an updated notice on our site).

This Notice was last updated 1 May 2023.

**Region Specific Notices**

### EEA/UK Data Transfers

As part of Taboola’s global operations, our data flows between the EEA, the UK, Israel, the United States, Singapore and Hong Kong, and Taboola stores Customer, User, and Visitor information in our data centers located in Israel and the United States.

When Taboola transfers EEA/UK Data to Taboola.com Ltd. in Israel, it relies (as applicable) on (i) the European Commission’s decision, and (ii) UK adequacy regulations that Israel provides a level of data protection that is adequate for EEA/UK Data. These allow the free transfer of EEA/UK Data to Israel without the need for additional data transfer mechanisms.

Similarly, when Taboola transfers any personal data from the EEA to Taboola Europe Limited in the United Kingdom, it relies on the European Commission’s decision that the UK provides a level of data protection that is adequate for personal data from the EEA.

Beyond that, when Taboola transfers EEA/UK Data to other countries then, if those countries do not have a European Commission adequacy finding and are not the subject of UK adequacy regulations (as applicable), Taboola implements [Standard Contractual Clauses](https://ec.europa.eu/info/law/law-topic/data-protection/data-transfers-outside-eu/model-contracts-transfer-personal-data-third-countries_en) approved by the European Commission and/or competent UK authorities (as applicable) to protect the transferred data. The Standard Contractual Clauses are contractual privacy and security commitments that are entered between companies that transfer personal data outside of the EEA.

In particular, non-EEA/UK Taboola Affiliates, like Taboola, Inc. in the United States, have accordingly adopted Standard Contractual Clauses to ensure the legality, privacy, and security of the data flows necessary to provide, maintain, and develop our services.

### Notice to Individuals in the State of California

### Your Rights to Your Personal Information

California residents have the right to request that Taboola (i) provide you with access to the Personal Information that we hold about you, (ii) correct your Personal Information, (iii) delete your Personal Information, (iv) cease or restrict disclosures, sharing, or sales of your Personal Information to third parties, and (v) opt out of cross-context behavioral advertising. You also have a right against discrimination for exercising any of these rights, which Taboola is committed to upholding and honoring at all times.

If you would like to opt out of Taboola’s disclosures, sharing, and sales of your Personal Information and cross-context behavioral advertising, you may do so as outlined in [Taboola’s California Consumer Rights Portal](https://ccparequest.taboola.com/). Please note that this feature is currently only available for California state residents. If you are not a California resident, you may find [Taboola’s Data Subject Access Request Portal](https://accessrequest.taboola.com/access) helpful. This is a [summary of the requests](https://www.taboola.com/pdf/taboolas-ccpa-consumer-request-statistics) that Taboola received and honored from California residents in the last calendar year.

### Categories of Data that Taboola Holds about You

As mentioned above, Taboola maintains data about you in only pseudonymized form, which means that we do not know your identity because we do not process your name, email address, or other identifiable information. Instead, we only process digital identifiers such as cookie IDs, IP addresses, mobile advertising IDs on your device, Taboola network browsing history and associated preferences, and in some limited circumstances, your hashed email address.

### Why Taboola Collects your Personal Information

Taboola processes your Personal Information in order to provide personalized content and advertisements to you.

### Where Taboola Collects Your Personal Information

We automatically collect User Information when Users interact with our Services that appear on our Customers’ websites and digital properties. Like most other web-based services, we collect this User Information through cookies and other technologies. We may also obtain Information about you from our data partners.

Taboola collects Information either directly from you during your use of our Sites and Services or from third parties that independently collect this Information from you, and we may combine the Information that we collect from these various sources.

### How Taboola Shares Your Personal Information

Taboola may disclose or make available your pseudonymous Personal Information to our trusted partners. In most cases when we do so, we have contractually restricted their uses of this data for only Taboola’s business purposes. Under the CCPA, such disclosures of Personal Information to service providers are not deemed to be a “sale” and thus are not prohibited after you exercise your right to cease or restrict disclosures or sales of your Personal Information to third parties. In any instances where we have not entered into a service provider relationship with such third parties, we will stop sharing your Personal Information when you instruct us not to “sell” or share your Personal Information.

### Notice to Individuals in the State of Virginia

**Your Rights to Your Personal Information**

Virginia residents have the right to request that Taboola (i) provide you with access to the Personal Information that we hold about you, (ii) correct your Personal Information, (iii) delete your Personal Information, (iv) cease or restrict disclosures, sharing, or sales of your Personal Information; and (v) opt-out of targeted advertising. You also have a right against discrimination for exercising any of these rights, which Taboola is committed to upholding and honoring at all times.

If you would like to opt out of Taboola’s disclosures, sharing, and sales of your Personal Information and targeted advertising, you may do so as outlined in [Taboola’s Data Subject Access Request Portal](https://accessrequest.taboola.com/access).

**Categories of Data that Taboola Holds about You**

As mentioned above, Taboola maintains data about you in only pseudonymized form, which means that we do not know your identity because we do not process your name, email address, or other identifiable information. Instead, we only process digital identifiers such as cookie IDs, IP addresses, mobile advertising IDs on your device, Taboola network browsing history and associated preferences, and in some limited circumstances, your hashed email address.

**Why Taboola Collects your Personal Information**

Taboola processes your Personal Information in order to provide personalized content and advertisements to you.

**Where Taboola Collects Your Personal Information**

We automatically collect User Information when Users interact with our Services that appear on our Customers’ websites and digital properties. Like most other web-based services, we collect this User Information through cookies and other technologies. We may also obtain Information about you from our data partners.

Taboola collects Information either directly from you during your use of our Sites and Services or from third parties that independently collect this Information from you, and we may combine the Information that we collect from these various sources.

**How Taboola Shares Your Personal Information**

Taboola may disclose or make available your pseudonymous Personal Information to our trusted partners. In most cases when we do so, we have contractually restricted their uses of this data for only Taboola’s business purposes. Under the CDPA, such disclosures of Personal Information to service providers are not deemed to be a “sale” and thus are not prohibited after you exercise your right to cease or restrict disclosures or sales of your Personal Information to third parties. In any instances where we have not entered into a service provider relationship with such third parties, we will stop sharing your Personal Information when you instruct us not to “sell” or share your Personal Information.

### Notice to Individuals in Thailand

**Data Controller**

If you reside in Thailand, Taboola (Thailand) Limited will be the controller of your Personal Data provided to, collected by or for, or processed by Taboola in connection with our Services.

**Legal Basis for Processing Personal Data**

If you are a Customer, Site Visitor, or User from Thailand, our legal basis for collecting and using the Personal Data described above will depend on the Personal Data concerned and the specific context in which we collect it.

However, we will normally collect Personal Data from you only (i) where we have your consent to do so, (ii) where we need the Personal Data to perform a contract with you, or (iii) where the processing is in our legitimate interests and not overridden by your data protection interests or fundamental rights and freedoms. In some cases, we may also have a legal obligation to collect Personal Data from you or may otherwise need the Personal Data to protect your vital interests or those of another person.

If we ask you to provide Personal Data to comply with a legal requirement or to perform a contract with you, we will make this clear at the relevant time and advise you whether the provision of your Personal Data is mandatory or not (as well as of the possible consequences if you do not provide your Personal Data).

Similarly, if we collect and use your Personal Data in reliance on our legitimate interests (or those of any third party), we will make clear to you at the relevant time what those legitimate interests are.

**Your Rights to Your Information**

You have the right to request that Taboola (i) provide you with access to the Personal Data we hold about you, (ii) export your Personal Data, (iii) delete your Personal Data, and (iv) cease or restrict processing of your Personal Data. If you are a User and would like to understand what Personal Data and behavioural information Taboola holds about you, specifically, and how you can exercise any of your rights with respect to your Personal Data, please visit [Taboola’s Data Subject Access Request Portal](https://accessrequest.taboola.com/access). Customers may also submit a data subject access request by emailing us at [dpo@taboola.com](mailto:dpo@taboola.com) so that Taboola may either respond with the relevant information or, if applicable, direct this request to, and cooperate with, your employer to respond.

If you have any questions about our collection and use of your Personal Data, please first contact us at [support@taboola.com](mailto:support@taboola.com). If you are unable to obtain the information or resolution that you seek, you may also contact our Data Protection Officer at [dpo@taboola.com](mailto:dpo@taboola.com).

**Thailand Data Transfers**

Taboola transfers data outside of Thailand. Taboola has in place an Inter Group Data Transfer Agreement across its international entities, which is based on the EEA’s standard model clauses.

As part of Taboola’s global operations, our data flows between Thailand, the EEA, the United States, Israel, and Hong Kong. To ensure that Thailand Data is adequately protected when transferred outside of Thailand, the Personal Data Protection Act, B.E. 2562 mandates that such transfers take place using certain legal mechanisms.

When transferring Thailand data elsewhere, Taboola relies on Standard Contractual Clauses, set forth by the European Commission, that outline contractual privacy and security commitments between companies that transfer personal data (for example, from Taboola (Thailand) Limited to Taboola, Inc.). Taboola, Inc. and its Affiliates have accordingly adopted Standard Contractual Clauses to ensure the legality, privacy, and security of the data flows necessary to provide, maintain, and develop our services.

Note: Taboola currently stores Customer, User, and Visitor Information in our data centers located in the United States and Israel.

### Notice to Individuals in Brazil

**Data Controller**

If you reside in the Federative Republic of Brazil (“Brazil”), Taboola Brasil Internet Ltda. will be the controller of your Personal Data provided to, collected by or for, or processed by Taboola in connection with our Services.

**Legal Basis for Processing Personal Data**

If you are a Customer, Site Visitor, or User from Brazil, under the Lei Geral de Proteção de Dados federal law 13,709/2018 (the “LGPD”), our legal basis for collecting and using the Personal Data described above will depend on the Personal Data concerned and the specific context in which we collect it.

However, we will normally collect Personal Data from you only (i) where we have your consent to do so, (ii) where we need the Personal Data to perform a contract with you, or (iii) where the processing is in our legitimate interests and not overridden by your data protection interests or fundamental rights and freedoms. In some cases, we may also have a legal obligation to collect Personal Data from you or may otherwise need the Personal Data to protect your vital interests or those of another person.

If we ask you to provide Personal Data to comply with a legal requirement or to perform a contract with you, we will make this clear at the relevant time and advise you whether the provision of your Personal Data is mandatory or not (as well as of the possible consequences if you do not provide your Personal Data).

Similarly, if we collect and use your Personal Data in reliance on our legitimate interests (or those of any third party), a notice will be provided to you in our disclosure statement.

If you have questions about or need further information concerning the legal basis on which we collect and use your Personal Data, including if you would like to better understand how our legitimate interests to process your data are balanced against your data protection rights and freedoms, please contact us.

**Your Rights to Your Personal Data**

You have the right to request that Taboola (i) confirm whether we are processing your Personal Data, (ii) provide you with access to the Personal Data we hold about you, (iii) disclose the public and private entities with which we have shared use of your Personal Data, (iv) correct your Personal Data, (v) export your Personal Data, for your own use or use by another controller (vi) anonymize, block, or delete any unnecessary or excessive data, (vii) delete all your Personal Data, and (vii) cease or restrict processing of your Personal Data. If you are a User and would like to understand what Personal Data and behavioral information Taboola holds about you, specifically, and how you can exercise any of your rights with respect to your Personal Data, please visit Taboola’s [Data Subject Access Request Portal](https://accessrequest.taboola.com/access). Customers may also submit a data subject access request by emailing us at [dpo@taboola.com](mailto:dpo@taboola.com) so that Taboola may either respond with the relevant information or, if applicable, direct this request to, and cooperate with, your employer to respond.

Brazilian data subjects can file a complaint in relation to the LGPD with Brazil’s National Data Protection Authority (the “ANPD”), but please note that the Presidential Decree establishing the ANPD is not yet in effect. In the meantime, if you have any questions about our collection and use of your Personal Data, please first contact us at [support@taboola.com](mailto:support@taboola.com). If you are unable to obtain the information or resolution that you seek, you may also contact our Data Protection Officer at [dpo@taboola.com](mailto:dpo@taboola.com).

**Brazil Data Transfers**

Taboola transfers data outside Brazil. As part of Taboola’s global operations, our data flows between Brazil, the EEA, the United States, Israel, and Hong Kong. To ensure that Brazil Data is adequately protected when transferred outside Brazil, the LGPD mandates that such transfers take place using [certain legal mechanisms](https://ec.europa.eu/info/law/law-topic/data-protection/data-transfers-outside-eu_en). Taboola has in place an Inter Group Data Transfer Agreement across its international entities, which is based on the EEA’s standard model clauses, and which may be updated upon further guidance from the future ANPD.

Note: Taboola currently stores Customer, User, and Visitor Information in our data centers located in the United States and Israel.

### Notice to Individuals within the People’s Republic of China (“PRC”)

**Processing Entity and Designated Office**

If you reside in the PRC, Taboola Information Technology Shanghai Co. Ltd. will be the processing entity of your Personal Information provided to, collected by or for, or processed by Taboola in connection with our Services. Our designated office is located at Room 501i, Unit 501, 5F, No. 61 on East 3rd Middle Road, Chaoyang District, Beijing, China, and Taboola Information Technology Shanghai Co. Ltd. can be contacted at [support@taboola.com](mailto:support@taboola.com).

**Legal Basis for Processing Personal Information**

If you are a Customer, Site Visitor, or User from the PRC, our legal basis for collecting and using the Personal Information described above (as “PRC Data”) will depend on the Personal Information concerned and the specific context in which we collect it.

However, we will normally collect Personal Information from you only (i) where we have your consent to do so, (ii) where we need the Personal Information to perform a contract with you, or (iii) where the processing is reasonable to support news reporting or the public interest. In some cases, we may also have a legal obligation to collect Personal Information from you or may otherwise need the Personal Information to protect your vital interests or those of another person. If we ask you to provide Personal Information to comply with a legal requirement or to perform a contract with you, we will make this clear at the relevant time and advise you whether the provision of your Personal Information is mandatory or not (as well as of the possible consequences if you do not provide your Personal Information).

If you have questions about or need further information concerning the legal basis on which we collect and use your Personal Information, please contact us.

**Your Rights to Your Information**

You have the right to know about and make decisions about the processing of your Personal Information — this includes the right to restrict or refuse the processing of your Personal Information. You also have the right to request that Taboola (i) provide you with access to consult or copy the Personal Information we hold about you, (ii) correct or supplement your Personal Information, (iii) transfer or export your Personal Information, (iv) delete your Personal Information, and (v) cease or restrict processing of your Personal Information. If you are a User and would like to understand what Personal Information and behavioural information Taboola holds about you, specifically, and how you can exercise any of your rights with respect to your Personal Information, please visit [Taboola’s Data Subject Access Request Portal](https://accessrequest.taboola.com/access). Customers may also submit a data subject access request by emailing us at [dpo@taboola.com](mailto:dpo@taboola.com) so that Taboola may either respond with the relevant information or, if applicable, direct this request to, and cooperate with, your employer to respond.

You have the right to complain to the relevant department performing duties of Personal Information protection. However, if you have any questions about our collection and use of your Personal Information, please first contact us at [support@taboola.com](mailto:support@taboola.com). If you are unable to obtain the information or resolution that you seek, you may also contact our Data Protection Officer at [dpo@taboola.com](mailto:dpo@taboola.com).

**PRC Data Transfers**

To provide Taboola’s Services, Personal Information about individuals in the PRC is collected by a server in Hong Kong, and our data then flows between Hong Kong, Israel, the EEA, the UK, the United States, and Singapore. Taboola does not store any Personal Information in the PRC, and instead stores Customer, User, and Visitor information in our data centers located in Israel and the United States.

When Taboola transfers Personal Information about individuals in the PRC to Taboola.com Ltd. in Israel, it relies (as applicable) on standard contractual clauses as set forth by the European Commission. In particular, non-PRC Taboola Affiliates, like Taboola, Inc. in the United States, have accordingly adopted Standard Contractual Clauses to ensure the legality, privacy, and security of the data flows necessary to provide, maintain, and develop our services.