

## **Jasper In-Product Cookie Policy**

*Last Updated: August 24, 2022*

This In-Product Cookie Policy (“Policy”) provides information about how and when Jasper AI, Inc. (“Jasper”) uses Cookies within the Services. For the purposes of this Policy, the term, “Services,” shall have the meaning as defined in the Master Subscription Agreement. If you are seeking information about the Cookies used on [www.jasper.ai](http://www.jasper.ai), please refer instead to the [Jasper Privacy Policy](#).

We encourage you to periodically review this page for the latest information on the Policy, which we update from time to time to reflect changes to our Services, changes in laws or regulations, or for other reasons. Any changes will be effective from the time of publication of the new In-Product Cookie Policy. Your continued use of the Services after the changes have been implemented shall indicate your agreement with the terms of such revised Policy.

The content of this Policy is for your general information and use only. To the fullest extent permitted by applicable law of your region, Jasper expressly excludes liability for inaccuracies or errors in this Policy. If you identify a discrepancy, please report it to us immediately at [privacy@jasper.ai](mailto:privacy@jasper.ai).

### **What Is a Cookie?**

In general, a cookie is a small text file that is placed on a user’s browser by a web page server. Cookies and related web technologies (which we refer to herein collectively as “Cookies”) contain information that can later be read by a web server in the domain that issued the Cookie. You can find out more about each Cookie by viewing the lists below. In addition to cookies, we may automatically receive and record information on our server logs from the browser or device of a user, which may include the type of browser and/or device being used to access the Services.

### **Why Jasper Uses Cookies Within Its Services**

When users engage with the Services, we may place a number of Cookies in the user’s browser. For example, we use Cookies within the Services to enable to improve user experience, and to allow our Subscribers to track and analyze usage, navigational, and other statistical information to continuously improve our Service.

Jasper only uses the data it collects from such Cookies to provide the Services or in aggregate form, Jasper

does not in a manner that would identify a Customer's End-Users personally.

## What Types of Cookies Does Jasper Use

Jasper's in-product Cookies fall within one of the three following categories:

Category	Description
Essential Cookies	Essential cookies are also referred to as "strictly necessary" since without them we cannot provide the functionality required to use the Services. For example, essential Cookies may bolster security, or help with load balancing as users navigate through the Services.
Performance/Analytics Cookies	Performance/Analytics Cookies track information about visits to the Services so that we or our Customers can make improvements and report on performance. These Cookies collect information about how visitors use the Services, which site or page the user came from, the number of each user's visits and how long a user stays on the Services. We may also use Analytics Cookies to test new features to see how users react to them.
Functionality Cookies	During users' interaction with the Services, Functionality Cookies are used to remember information users have entered. They also store user preferences when personalizing the Services to optimize the use of Jasper. These preferences are remembered through the use of the persistent Cookies, and the next time a user engages with the Services they will not have to set them again.

## How To Disable Cookies

Users can control the use of Cookies at the individual browser level. If a user elects not to activate a given Cookie or disables certain cookies, users may still interact with the relevant Services, but their ability to use some features or areas of the Services may be limited.

Users can generally activate or later deactivate the use of Cookies through functionality built into their web browser. To learn more about how to control Cookie settings through a browser, click the links below relating to certain browsers:

- [Chrome](#)
- [Firefox](#)

- Explorer and Edge
- Safari

To learn more about Cookies, or how to control, disable or delete them, please visit <http://www.aboutcookies.org> for detailed guidance. Further, certain third party advertising networks, including Google, permit users to opt out of or customize preferences associated with your internet browsing generally. To learn more about this feature from Google, click [here](#).

Some jurisdictions require or recommend that website operators inform users about the nature of Cookies they utilize and in certain circumstances, obtain a user’s consent for the placement of certain types of Cookies. Options for enabling consent mechanisms for the Jasper End-User Cookies are discussed below.

### End-User Cookies

If you are a Jasper Customer and use our Services to engage with your customers ("End-Users"), depending on the products and features you use and how you have configured them, Jasper may place Cookies on the End-Users’ browsers during such interactions. The length of time a cookie will stay on the End User’s browsing device depends on whether it is a "persistent" or "session" cookie. Session cookies will only stay on your device until you close your browser. Persistent cookies stay on your browsing device until they expire or are deleted.

To understand which specific Cookies are used in your implementation and how and why they are used, review the table below.

In-Product Cookie Name	Category	Purpose
_cf_bm	Essential	This Cloudflare cookie helps manage incoming traffic that matches criteria associated with bots.  For more information on Cloudflare Cookies see : <a href="#">Understanding the Cloudflare Cookies</a>
intercom-session-lkqbq5a	Important	<b>Intercom Messenger</b> Unique for each browser, cannot be used by intercom on other sites. Maintains session for intercom conversations. See: <a href="https://www.intercom.com/help/en/articles/2361922-intercom-messenger-cookies">https://www.intercom.com/help/en/articles/2361922-intercom-messenger-cookies</a>

_ga and _ga_* and _gid	Important	<b>Google Analytics</b> Used to record information about the page a user has seen, and to help u track how users interact with out content <a href="https://developers.google.com/analytics/devguides/collection/gtagjs/cookie-usage">https://developers.google.com/analytics/devguides/collection/gtagjs/cookie-usage</a>
_gsl_au	Important	<b>Google Adsense</b> Improves ads sent to user <a href="https://support.google.com/adsense/answer/7549925?hl=en">https://support.google.com/adsense/answer/7549925?hl=en</a>
fs_uid	Important	<b>Full Story</b> Used to capture end user behavior on our site. Each fs_uid is unique to each site. <a href="https://help.fullstory.com/hc/en-us/articles/360020829513-Why-FullStory-uses-First-Party-Cookies">https://help.fullstory.com/hc/en-us/articles/360020829513-Why-FullStory-uses-First-Party-Cookies</a>
amp_*	Important	<b>Amplitude</b> Used to keep track of metadata for the amplitude SDK, namely a randoml generated device id, session ids, user ids. <a href="https://developers.amplitude.com/docs/advanced-settings#cookie-management">https://developers.amplitude.com/docs/advanced-settings#cookie-management</a>
__stripe_mid __stripe_sid	Important	<b>Stripe</b> Used to ensure stripe services perform correctly, provent fraud, etc <a href="https://stripe.com/legal/cookies-policy">https://stripe.com/legal/cookies-policy</a>
_ttp	Unkown	<b>TikTok Pixel</b> To measure and improve the performance of your advertising campaigns and to personalize the user's experience (including ads) on TikTok <a href="https://ads.tiktok.com/help/article?aid=10007540">https://ads.tiktok.com/help/article?aid=10007540</a>
_vid_t	Essential	<b>Fingerprint JS</b> Third-party cookies used by FingerprintJS to uniquely identify the current browser, used to prevent abuse. <a href="https://github.com/fingerprintjs/fingerprintjs">https://github.com/fingerprintjs/fingerprintjs</a>
ajs_anonymous_id	Important	<b>Atlassian Jira Service Desk</b> <a href="https://confluence.atlassian.com/adminjiraserver/jira-application-cookies-938847892.html">https://confluence.atlassian.com/adminjiraserver/jira-application-cookies-938847892.html</a>
atlas_anonymousId		<b>Atlas Tracking</b>

and atlas_traits		
dt		<b>Unknown</b>
refiner_cookie_uuid		<b>Unknown</b>

## Contact Us

If you have questions or concerns about this Policy or our privacy practices, you may contact us by email at [privacy@jasper.ai](mailto:privacy@jasper.ai) or by mail at Jasper AI, Inc., 3001 Bee Caves Road, Suite 100 A, Rollingwood, TX 78746.