

## Personalized Tasks – What is involved?

We hope that you find this information useful.

### What are Personalized Tasks

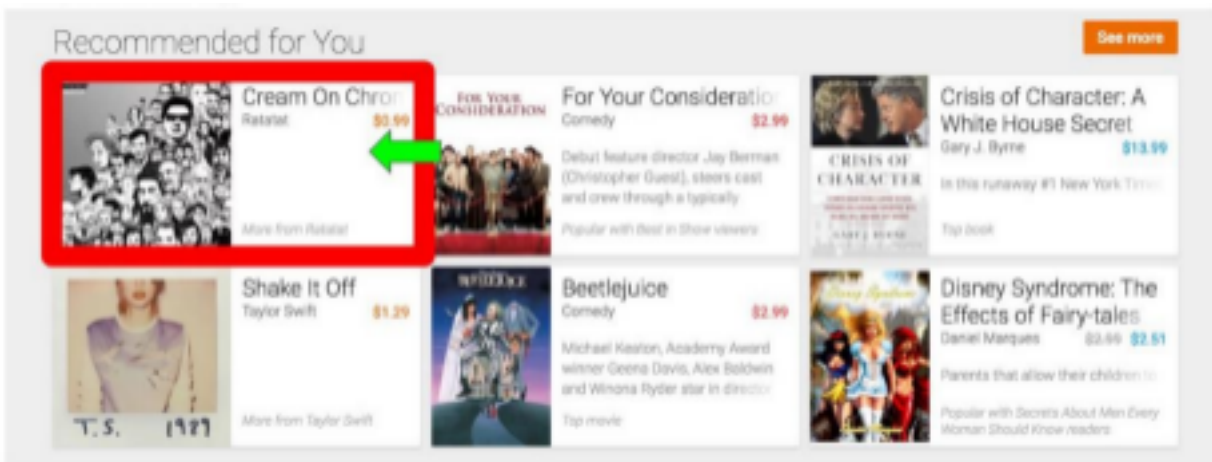
Personalized tasks are based on your own unique online experience such as your internet and App activity. This means the tasks are more relevant and interesting to you based on such things as your online hobbies and interests.

These tasks may be based on:

- Your location history
- Browsing history
- **Mobile app activity**
- YouTube activity
- Gmail Contents

### An example of a Personalized Task

Here you can see the task is requiring the Ads Assessor to review and rate their own personal Google Playstore recommendations. This task is personal to this Ads Assessor and only relevant to them based on their online Google PlayStore activity.



Other examples of personalized tasks you may be required to complete are tasks which ask you:

- Whether or not you've visited certain places
- To review your own Google search queries and clicks
- **About your mobile app activity**

### A few things to note:

- TELUS International AI will not have access to any personal data relating to your personalized tasks, nor will any of this data ever be made public.
- Your data is served only to you and the data is not being shared with other Raters or outside of

Google

- If you wish to opt out of these tasks at any point that is no problem, you may email us to let us know and we can update your access. We would stress however that if you do opt out that overall task availability may be lower for you.

We hope you find this information useful. One of the great things about Personalized tasks is you will gain access to **additional** tasks in EWOQ, based on your own hobbies, interests and online activity. These tasks are specifically tailored to you as an internet user, making your overall rating experience a more personal one.