



In order to participate in the Personalized Rating tasks, you will need to:

- **Location Reporting and History.** Turn on Location Reporting and Location History on the device(s) on which you are logged into your Personal Account.
- **Passive Location Collection.** Once you turn on Location Reporting and Location History, your location will be tracked by Google, and Google will passively collect data from your device(s) during your personal use of the device(s). In addition to any use implied by the location data terms of service, you may also receive Rating Tasks pertaining to your previous location history. Any personal use of the device(s) is not expected or required, will not be treated as work time, and may not be billed as work time.
- **Limited Access to Photos Account.** Allow Google to review your Google account to determine whether you are a Photos user and the volume of photos and videos in your Account.
- **Potential Impact on Other Google Products on Device.** Turning on Location Reporting and Location History for your Personal Account may impact your experience with other Google products.
- **EWOQ Personalized Rating Tasks.** You may be asked to complete Personalized Rating Tasks in EWOQ based on Passive Collection data, including your personal location history, browsing history, mobile app activity, and other internet activity. For example, you may be asked to confirm whether or not you visited certain places, asked to review your personal Google search queries and clicks, or asked about your mobile app activity. These tasks will appear in your rating queue just like any other rating task. If you prefer not to answer a question on a particular Personalized Rating Task, you can decline to answer. All time spent on Personalized Rating Tasks will be treated as work time just like any other rating task.
- **Storage of Personalized Rating Tasks and Associated Responses and Data.** Once you provide your Personal Account, Google may access and use data from any part of your Personal Account (i.e., your personal Google Account), including your Web History, Location History, Gmail contents, mobile app activity, Google Plus, and YouTube activity, as part of this project. Even after you cease participating in these or any other ratings, Google may continue to store and use your encrypted responses to these rating tasks, even if you delete the corresponding data from your Google products or your Personal Account.
- **Turning Off Location and History Reporting.** You may turn off Location Tracking at any

time. No more location data will be collected by Google after you turn off Location Tracking. You may delete the Location History by following <https://support.google.com/accounts/answer/3118687?hl=en>. This will prevent additional location-based EWOQ tasks from being created for you; however, you will still be required to complete any outstanding tasks in your queue. You may still receive other type of personalized rating tasks from EWOQ that are not location-based.

- TELUS International AI reserves the right to remove you from this ads quality rating program and terminate your contract with TELUS International AI if your work is found to be of substandard quality. Participation as an ads quality Rater does not create a promise or guarantee to any particular quantity of tasks that will be made available to you.

Finally, your participation as an ads quality Rater is completely voluntary. You do not have a partnership or employer-employee relationship with Google or TELUS International AI. Your personal data may be transferred for the above-stated purposes to Google LLC. in the U.S. or a jurisdiction other than where you reside.

Here are a few examples of the many different kinds of tasks you might be asked to complete:

Task: Review and rate your own Google Playstore recommendations. Click on each recommendation and provide a rating.

The screenshot shows a 'Recommended for You' section from the Google Play Store. It features a grid of recommendations including albums like 'Cream On Chrom' by Ratatat (\$0.99) and 'Shake It Off' by Taylor Swift (\$1.29), and movies like 'For Your Consideration' (\$2.99) and 'Beetlejuice' (\$2.99). A red box highlights the 'Cream On Chrom' album, and a green arrow points to it. Below the recommendations, a rating task is displayed: 'How would you rate this recommendation?' with the details 'Artist: Ratatat' and 'Album: Magnifique'. The rating options are: Terrible (radio button), Bad (radio button), Neutral (radio button), Like it (radio button), and Love it (filled radio button).

Audience Category Task Example

You might be shown a few user events (like your Google search query, ads you clicked, pages you visited etc.) and then asked to select the categories that might fit you based on these events.

Audience Category	Audience Category Description
<input type="checkbox"/> Movie Lovers	Movie lovers enjoy movies across a wide range of genres. Watching movies (especially in theatres) is their favorite leisure activity. They are up-to-date on all the latest releases. They tend to go to new movies within the week they are released. At home they tend to have a large collection of their favorite films on DVDs but often order "On Demand" programming to catch the latest releases. Online, they can be found looking at movie reviews, buying tickets to movies and reading up about upcoming releases.
<input type="checkbox"/> Travel Buffs	Travel buffs' passion is to travel the world. They spend a considerable amount of time researching the locations they want to visit and planning their trips. You can find them online at websites or ad forums devoted to travel and exploration. While travelling, they immerse themselves in the culture of the place they visit and love trying out the local cuisine, entertainment, history, monuments, etc. In their leisure time, Travel Buffs like reading about new potential destinations and viewing photographs from friends' trips. A large portion of a Travel Buff's disposable income goes into travel.
<input type="checkbox"/> Luxury Shoppers	Luxury shoppers tend to buy expensive things from name brands that are known for premium quality and cache. Whether clothes, shoes, accessories, electronics or automobiles, the luxury shopper seeks out the rare, often pricey item instead of its more common counterpart. They shop in high-end stores and boutiques that carry brand names, which is of greater importance to this shopper than most. What they wear, drive, and own is something of a status symbol. They can be found online reading up on the luxury brands, designers and accessories.
<input type="checkbox"/> Value Shoppers	Value shoppers are people who spend their money thoughtfully. They tend to carefully research and price compare the items they buy. Often, their decisions are swayed based on the reviews that they read. Quality is important to them, as is safety and value for their money. They are happy to spend more as long as they know that they are getting well-deserved value for their money. Brand value merely for the sake of status has little appeal for them. Value shoppers can be found online reading product reviews across a wide range of products and comparing prices.
<input type="checkbox"/> Gamers	Gamers are people who regularly play games. They include people who play games on video game consoles (Xbox or Playstation), on PCs and on mobile phones. Gamers can either be hardcore gamers (i.e. focus on mastering difficult games) or casual gamers (i.e. engage in games with family and friends or to pass the time). Hardcore gamers are often found online looking for games on their favorite platform (Xbox, PS3 or PCs) and reading up about tips and tricks for games. Social and casual gamers can be found online usually playing games or experimenting with mobile gaming apps.
<input type="checkbox"/> Sports Fans	Sports fans are people who love sports. They spend more time than an average user does watching games, reading about sports/athletes, following game scores, etc. Often these people engage in playing amateur sports themselves. They also tend to spend a reasonable portion of their money on sports-related purchases (e.g. sports programming, games, tickets, sports magazines etc.). They are the first in the office to join a sports pool and often engage in "Fantasy" sports with friends.
<input type="checkbox"/> Auto Enthusiasts	Auto enthusiasts are people who love cars or motorcycles. Their cars are their "pride and joy" and they usually have a more expensive car/motorcycle than their lifestyle can support. They are up-to-date on the latest models of cars/motorcycles as well as technological innovations. They frequent auto shows because they love to test drive new cars even when they are not in the market for buying them. They read car magazines and websites and watch YouTube videos about cars (e.g. car test drive videos). They also tend to continuously tinker with their cars be it polishing, changing the spark plug, getting new car speakers etc. and can often be found reading up on vehicle maintenance and repair. They often advise their family and friends on the best cars to buy as well as how to maintain them.
<input type="checkbox"/> Technophiles	Technophiles love technology. They read up on all sorts of new gadgets (e.g. the latest mobile phones, the latest in cameras, DVD players etc.) and new technology (e.g. latest wifi technology, Blu-ray technology etc.). They love tinkering with the latest gadgets and are well-versed in their functionality. They spend a large portion of their income acquiring all these new toys and consider it important to "beta test" the earliest technologies. They research new purchases at length and contribute to user reviews and forums known to attract like-minded individuals.