STUDY INFORMED CONSENT FORM

Study Title: Barbera *("**Study**")*

Study Lead: Ari Heiskanen, ari.heiskanen@telusinternational.com

You are receiving this Study Informed Consent Form ("**Consent**") because you were asked to participate in a voluntary research Study run by TELUS International AI, Inc. ("**Study Organizer**") on behalf of Apple Inc., (the "**Study Sponsor**").

Apple Inc., located at One Apple Park Way, Cupertino, California, USA, is the data controller for this Study.

Apple Canada Inc., located at 120 Bremner Boulevard, Suite 1600 Toronto, ON M5J 0A8 Canada, is the data controller for this Study.

Apple Pty Limited, located at Level 3, 20 Martin Place, Sydney NSW 2000, Australia, is the data controller for this Study.

Apple Distribution International Ltd, located at Hollyhill Industrial Estate, Cork, Ireland, is the data controller for this Study.

This Consent will tell you the following about this Study:

(1) Its purpose and what you will be asked to do;

(2) The information that may be collected from you and how it will be used or disclosed;

(3) Potential risks and discomforts;

(4) Your confidentiality obligations if you decide to take part in the Study; and

(5) How you may stop being in the Study and what happens to your information after you stop.

PLEASE READ THIS CONSENT CAREFULLY AND ASK ANY QUESTIONS YOU HAVE ABOUT THE STUDY BEFORE SIGNING THIS FORM.

Your decision to take part in this Study is completely voluntary and you can decide not to participate or stop participating at any time.

WHY IS THIS STUDY BEING DONE?

The purpose of this Study is to collect email, email attachment and text message templates generated by third-party companies or vendors for various types of booking reservations, such as dining, travel, accommodations, tickets (e.g., to concerts, movies, sporting events), transportation (e.g., car rental, ticketed ground transport), medical appointments, party invitations (from the third-party invitation provider), and other appointments or events (collectively, "Booking Reservations"). This data will be used to develop, test, and improve features, services, and algorithms, including training

generative models, neural networks, and other machine learning algorithms and technologies.

WHAT WILL I BE ASKED TO DO?

A member of the team conducting the Study ("**Study Team**") will discuss with you the Study procedures, risks, and who may participate in this Study. You will be asked to donate emails and text messages relating to Booking Reservations that already exist in your inbox.

- You will be able to choose which emails and text messages you are willing to donate and can choose not to donate emails and text messages you are not comfortable sharing with the Study. Please be mindful not to include data that includes or could suggest sensitive information about you or someone else. . This Study is not a health or wellness study nor is it intended to capture your response to external or internal stimuli or any intervention.

If you signed a Contributor Services Agreement and/or any other document with the Study Organizer, any parts of these documents that conflict with this Consent do not apply to your participation in this Study. For instance, any language that creates an independent contractor relationship with Study participants, waives or appears to waive your legal rights, or releases or appears to release the Study Organizer, Study Sponsor, or their agents from liability for negligence, does not apply to your participation in this Study.

WHERE IS THIS STUDY BEING DONE?

This Study is remote.

HOW MANY PEOPLE WILL BE IN THIS STUDY?

This Study will enroll a maximum of 5000 subjects.

HOW LONG WILL I BE IN THIS STUDY?

Your participation in this Study is expected to last between 1-4 hours.

WHO CAN PARTICIPATE IN THIS STUDY?

You can participate in this Study if:

- You are at least 18 years old (19 in Quebec, Nebraska, and Alabama and 21 in Puerto Rico).
- Your emails, email attachments and text messages are in English.
- You have access to the internet or WIFI.

WHAT ARE THE POSSIBLE RISKS OR DISCOMFORTS?

No significant risks or permanent side effects are anticipated.

If you signed a Contributor Services Agreement and/or any other document with the Study Organizer, any parts of those documents that conflict with this Consent do not apply to your participation in this Study. For instance, any language that creates and independent contractor relationship, waives or appears to waive your legal rights or releases or appears to release the Study Organizer, Study Sponsor, or their agents from liability for negligence, does not apply to your participation in this Study.

There may be privacy risks which are described below in the section "How Will My Study Data Be Kept Confidential." There may be risks that we do not know about. The Study Team will tell you about any new information that relates to the Study that may affect your decision to stay in the Study. **If you experience any pain, discomfort, side effects, or believe that you have been injured as a result of the Study,** you should seek necessary medical care and notify the Study Lead as soon as possible.

WHAT DATA WILL BE COLLECTED AND HOW LONG WILL IT BE KEPT?

As part of this Study, the following data may be collected or accessed (collectively, "**Study Data**"):

- **Contact Information**: Your name, email address will be collected during Study recruitment. Your Contact Information will be deleted within 5 years after the Study ends.
    - Your Contact Information will be separated from your other Study Data listed below. The remaining Study Data will be assigned a code (we use the word "**Coded**" to describe these data that is, "**Coded Study Data**") so that it cannot easily be linked to you Your Coded Study Data will be retained for as long as necessary for the purposes described in this Consent.

- **Email, Email Attachment and Text Message Data:** We will collect emails and text messages you choose to donate to the Study that contain the templates relating to Booking Reservations, such as confirmations, cancellations, modifications, updates, or other changes. Upon receiving your Email, Email Attachment and Text Message Data, we will take steps to remove personally identifiable information (e.g., name, username, email, ID numbers, personal address, SSN, date of birth, etc.). Your Email, Email Attachment and Text Message Data will be retained for as long as necessary for the purposes described in this Consent, except that Booking Reservations related to medical appointments will be deleted within 5 years after the Study ends. Your Email, Email Attachment and Text Message Data may contain the following data elements:
    - Except as noted below in connection with medical appointments, for all Booking Reservations, we will collect the following information as provided in the template fields, as applicable to each Booking Reservation: business names, business emails, business addresses and phone numbers, the type of reservation (e.g., dining, flight, concert, party), the date and time of the reservation, the nature of the template (e.g., confirmation, cancellation, modification), the date and time the reservation was made, the date and time

of the Booking Reservation, and the receipt date and time of the email or text message. We will collect additional fields relevant to the Booking Reservations that you choose to provide, such as flight numbers, airline codes, reason for the Booking Reservation (e.g., anniversary, birthday), and other location information (e.g., destinations or stops, room numbers).

- Specifically for medical appointments, we will collect the name of the medical entity, medical entity email address, medical entity physical address, medical entity phone number, event type (appointment confirmation, cancellation, modification, etc.), and type of provider (general doctor, specialty doctor, or dentist). We will take steps to redact appointment date and time, procedure type, individual providers' names and emails, and individualized URLs.

HOW WILL MY STUDY DATA BE KEPT CONFIDENTIAL?

Your Contact Information will be held securely by Study Organizer, and access limited to Study Organizer personnel who need access to manage the Study. Your remaining Study Data will be separated from your Contact Information and assigned a code (we use the word "**Coded**" to describe these data that is, "**Coded Study Data**"). Your Coded Study Data will be maintained by Study Sponsor in a central study database with other subjects' Coded Study Data.

All Study Data that identifies you will be protected and treated as confidential. As discussed above, you will be able to choose which emails, email attachments and text messages you are willing to donate. Please be mindful not to include data that includes or could suggest sensitive information. There is also the risk of unauthorized access to your Study Data, though Apple has implemented appropriate information security measures. Further, if you are in multiple studies, your Study Data may be combined across those studies, which could increase the risk that someone could identify you. There may be other privacy risks that we cannot anticipate now.

For more information on how Study Data will be kept secure and confidential, please contact the Study Lead listed above.

INTERNATIONAL TRANSFER OF STUDY DATA.

Your Consent to Transfer. Study Sponsor is a global company with affiliates in many countries undertaking research and development. As a result, your Study Data, including Coded Study Data, may be transferred to Study Sponsor in the United States and other Study Sponsor related entities and third parties designated by Study Sponsor in other countries. These other countries may not have laws as protective as the data protection laws in the country where you reside. It is also possible that the country to which the Study Data is sent will have laws that permit the government to request access to data held by private companies, such as Study Sponsor; however, we do not anticipate such requests for your Study Data. Regardless of the country where your Study Data is used and maintained by Study Sponsor, its affiliates, and its contracted third parties, it will be used and maintained only for the purposes described in this Consent and it will be protected as described in this consent. If you do not want to

permit your Study Data to be transferred internationally, you should not sign this Consent. However, you must sign this Consent to participate in the Study.

Other Data Transfer Mechanisms. In addition to your consent to transfer, the transfer of Study Data, including Coded Study Data, to Study Sponsor and its designated third parties in other countries will, where applicable and where required, also abide by the requirements for international data transfers established for that jurisdiction. These entities, where applicable, will subscribe to an appropriate legal instrument for the international transfer of data to the United States, or will be bound by appropriate contractual arrangements (such as Standard Contractual Clauses approved by the European Commission or the International Data Transfer Addendum approved by the UK Information Commissioner), or binding corporate rules to protect your Personal Information. Study Sponsor also abides by the Asia-Pacific Economic Cooperation (APEC)'s Cross Border Privacy Rules (CBPR) System to protect personal information, including Study Data, transferred among participating APEC economies.

HOW MAY MY STUDY DATA BE USED AND DISCLOSED?

Your Study Data (and where possible, only your Coded Study Data) may be collected, used, stored, analyzed, maintained, disclosed, and otherwise processed, for the purposes of this Study as described above ("Why is this Study being done?") as well as for related research and product and service development purposes undertaken by or on behalf of Study Sponsor. In particular, your Study Data may be used:

- To support and carry out the Study.
- To verify that the Study is done properly.
- To contact you about the Study, as necessary.
- To analyze the Coded Study Data and publish results.
- To design or improve future studies.
- To combine data and results from this Study (including Coded Study Data) with data and results from other related Study Sponsor studies whose purpose is similar to the purpose of this Study.
- For Study Sponsor's development, design, approval (including regulatory approval), improvement, production, publication, and/or support of products, technologies, processes, and services, including algorithm development.

Your Study Data, including your Coded Study Data, may be shared with, collected, used, stored, analyzed, maintained, disclosed, and otherwise processed for the purposes stated above by Study Sponsor personnel, external entities with whom Study Sponsor may choose to collaborate (under appropriate contractual obligations), and designated third parties acting on behalf of Study Sponsor (also with appropriate contractual obligations).

When required by law, Study Data in identifiable form may be provided to third parties such as public, regulatory, or government authorities, including law enforcement.

The results of this Study may be published or presented but will not include any information that would let others know who you are.

If you are contacted regarding future studies, you may choose not to participate.

WHAT PERSONAL DATA RIGHTS DO I HAVE?

Certain Study Data that could be linked to you as an identified or identifiable individual or could be reasonably associated with you may be considered to be personal data (collectively, "**Personal Data**"). You may contact the Study Lead at any time to request deletion of your Personal Data associated with your Study Data. In some circumstances, deletion of your Personal Data may not be feasible (for instance, if your Coded Study Data has been de-linked from your Contact Information). However, reasonable efforts will be made to delete Personal Data within a reasonable amount of time of your request.

If you decide to participate in this Study, you also may have the right to request access to any Personal Data collected about you as part of this Study and the right to request that any such Personal Data be corrected, amended, blocked, or deleted. You also have the right to withdraw your consent to the processing of your Personal Data at any time. If you withdraw your consent, we will stop using your Study Data, including your Coded Study Data, but withdrawing your consent will not affect the lawfulness of processing based on this Consent before its withdrawal. In some circumstances, we may not be able to complete the actions you request. For example, if your Coded Study Data has been de-linked from, or we do not have access to, your Contact Information, or where applicable law would permit or require us to continue processing certain of your Personal Data. You also have the right to object to the collection of any data and withdraw from this Study at any time.

You may withdraw from the Study at any time. Information on how to withdraw is included in the "Can I Stop Being In This Study?" section below.

If you are a resident of the state of California, Virginia, Colorado, Connecticut, Washington, or a state with a similar privacy law, the following may apply to you:

- If you decide to take part in the Study, you may have certain rights with regard to your Personal Data, including the right to request access to Personal Data collected about you as part of this Study. You also have the right to request that such Personal Data be corrected or deleted or with certain Personal Data you may be able to withdraw your consent for processing of such data. You may freely exercise these rights without discrimination.
- Reasonable efforts will be made to comply with your request within a reasonable amount of time.
- In some circumstances, we may not be able to complete the actions you request. For example, we may be permitted or required to retain all or part of your Personal Data for certain purposes including when required by law. Also, it may not be possible to delete or take other actions with respect to your Personal Data if your Contact Information was removed from your Coded Study Data. Additionally, if you request to withdraw your consent for the processing of certain of your Personal Data, it may act as a withdrawal from the Study and you may no longer be able to participate in the Study. You may withdraw from the Study at any time as stated above.

- You can exercise the above rights by contacting the Study Lead.
- You may appeal any decision by contacting the Study Lead.

You can place a request to exercise any of these Personal Data rights at any time by contacting the Study Lead listed above. You may also contact Apple's Data Protection Officer at dpo@apple.com. If you are unsatisfied with the reply received, you may refer your complaint to the relevant supervisory authority in your jurisdiction.

ARE THERE BENEFITS TO BEING IN THIS STUDY?

The goal of this Study is to obtain information related to the Study purposes, so, you will not receive any direct benefit from this Study.

ARE THERE ANY OPTIONS OTHER THAN BEING IN THIS STUDY?

The only other option is not to participate in this Study.

WILL IT COST ANYTHING TO BE IN THIS STUDY?

Forwarding data for the Study may use your data plan unless you turn off cellular data for the app you use in Settings. Standard phone charges may apply when you communicate with the Study staff on your personal device. You will not be reimbursed for these charges or any cellular charges.

WILL I GET PAID FOR BEING IN THIS STUDY?

You will be compensated 1 USD per email and 0.80 USD per text message for items accepted in the quality assurance. The payments are made electronically via Hyperwallet on Telus International community platform. If you receive any compensation it may be taxable. Please consult with a tax advisor about any reporting requirements.

CAN I STOP BEING IN THIS STUDY?

You may stop being in this Study at any time, for any reason, without penalty by contacting a member of the Study Team, or the Study Organizer, including the Study Lead.

If you choose to withdraw from the Study, Study data collected up to that point may continue to be used and kept as described in this Consent. You may request that your Study Data be deleted, as stated above in the "What Data Rights Do I Have" section.

COULD MY PARTICIPATION BE STOPPED EARLY?

You may be removed from this Study by the Study Organizer, the Study Team, or the Study Moderators for a number of reasons, such as:
- You did not follow the confidentiality requirements described below;
- You no longer meet the criteria for participating in the Study;

- The Study is stopped; and
- At the discretion of the Study Team.

If you are removed from the Study, Study Data collected up to that point may continue to be used and kept as described in this Consent. You may request that your Study Data be deleted, as stated above in the “What Data Rights Do I Have” section.

DO I HAVE ANY OBLIGATIONS AT THE END OF PARTICIPATING IN THE STUDY?

At the end of your time in the Study, you will be asked to follow directions from the Study Team such as returning Study hardware to the Study Team and/or deleting Study apps or other materials from your devices or systems.

WHO CAN I TALK TO ABOUT THE STUDY?

If a Study-related problem occurs, or if you have any questions about this Study at any time, please contact the Study Lead at ari.heiskanen@telusinternational.com.

If you want to voice complaints or concerns about this Study, have questions not addressed by the Study Team, or have questions about your general rights in this Study, please contact the following Study Moderators: Ari Heiskanen at ari.heiskanen@telusinternational.com.

YOUR CONFIDENTIALITY OBLIGATIONS.

If you agree to participate in this Study, you must also agree to not disclose any information from or about this Study with anyone outside of the Study Team, or Study Moderators, except as listed in this Consent, without first obtaining approval from the Study Lead.

What is considered confidential?
The fact that the Study Organizer and the Study Sponsor areconducting this Study, the types and methods of data collection, and any other detail about the Study or how it is conducted are confidential. Any information that you learn about this Study, including technical information and any other information identified as non-public information is considered confidential and proprietary information that belongs to Study Sponsor and must not be disclosed by you.

Who needs to know?
Do not assume that anyone knows, or needs to know, information about this Study. Do not talk to anyone about this Study with anyone outside of the Study Team except with: 1) your medical providers if needed to determine whether it is safe for you to participate in this Study or if you believe you may have been injured as a result of this Study; (2) family members or individuals you live with as needed for remote elements of Study participation; and (3) family members if you have concerns about participating in this Study. If you decide it’s necessary to discuss this Study with anyone, you must first obtain agreement from them not to share any information about this Study, including your participation in the Study.

No disclosures, photos, videos or social media.
You should not take any photographs or videos of anything related to this Study, except as specifically required as part of the Study procedures. You should never post anything about this Study on social media.

If you become aware of any unauthorized disclosure of confidential information, including a disclosure by a family member or other individual, please report it immediately to a member of the Study Team, or to a Study Moderator.

If you have any questions that are not addressed here, please discuss with a member of the Study Team, or a Study Moderator.

CONSENT

By signing this Consent, I acknowledge and agree:

- I have carefully read this Consent, written in English, which is a language that I read and understand.
- I have received answers to my questions.
- I am voluntarily signing this Consent and I consent to participate in this Study.
- I agree that I will keep confidential all information disclosed to me during the Study.
- I agree to the collection, use, sharing, disclosure, transfer, including transfer to other countries, and maintenance of my Study Data as described in this Consent.
- I understand that I can stop being in this Study at any time.
- I understand that I will receive a copy of this Consent form after I sign it.

By signing this Consent, I consent to the collection, processing, and transfer of my Study Data for the purpose of this Study, as described in this Consent.

If this is an electronic consent, I understand that by clicking accept or typing my name and the date below I am providing my consent electronically and that it has the same force and effect as if I was signing in person on paper.

_____	_____	_____
Subject's Name	Signature	Date
_____	_____	_____
Person Conducting Consent	Signature	Date