

Taboola U.S. Candidate Privacy Notice

Last Updated: 24 November 2025

Scope of Notice: *This Privacy Notice applies to all job applicants residing in the United States. However, please note that certain rights and disclosures outlined in this notice (specifically those in Section 7) are mandated by California law. While Taboola strives to honor privacy requests from all candidates, specific statutory rights and remedies may apply differently or not at all in other jurisdictions.*

Dear Potential US Taboolars,

Taboola is made up of a family of global companies, including our parent company, Taboola.com, Ltd. and any [Affiliates](#) (collectively referred to herein as “Taboola”, the “Taboola Corporate Group”, “we”, “us” or “our”). We consider all Taboolar candidates to be members of the Taboola family and we are committed to maintaining the accuracy, confidentiality, and security of your personal information. Similarly, we are dedicated to providing you with the highest level of transparency and control over our use of your personal information.

1. Why do we need this Candidate Privacy Notice?

Taboola is growing faster than ever — with a new Taboolar starting almost every week! To account for this incredible growth, we have prepared these policies to ensure that Taboolar candidates from California and other states from the U.S. understand their rights and ways that Taboola may process their personal information.

2. What Taboolar Candidate Data Do We Collect?

Taboola may collect (and may have collected during the 12-month period prior to the effective date of this *Privacy Notice*) the following categories of personal information about employees who are residents in the US (“U.S. Taboolar Candidate”).

- (a) Identifiers: identifiers, such as a real name, alias, postal address, unique personal identifier (e.g., a device identifier, employee number, unique pseudonym, or user alias/ID), telephone number, online identifier, Internet Protocol address, email address, account name, Social Security number, driver’s license number, passport number, and other similar identifiers
- (b) Additional Data Subject to Cal. Civ. Code § 1798.80: signature, physical characteristics or description, state identification card number, insurance policy number, education, bank account number, credit card number and debit card number, and other financial information, medical information, and health insurance information

- (c) Protected Classifications: characteristics of protected classifications under California or federal law, such as race, national origin, age, gender, sex, marital status, medical condition, disability, citizenship status, and military and veteran status
- (d) Online Activity: Internet and other electronic network activity information, including, but not limited to, browsing history, search history, and information regarding your interaction with websites or applications
- (e) Sensory Information: audio, electronic, visual, and similar information
- (f) Employment Information: professional or employment-related information, such as compensation, benefits and payroll information (e.g., salary-related information, tax-related information, information relating to your position (e.g., job title and job description), talent management information (e.g., résumé information, occupation details, education details, certifications and professional associations, historical compensation details, previous employment details, and pre-employment screening and background check information, including criminal records information), emergency contact information, and dependent information
- (g) Education Information: education information that is not publicly available personally identifiable information as defined in the Family Educational Rights and Privacy Act (20 U.S.C. Sec. 1232g; 34 C.F.R. Part 99)
- (h) Inferences: inferences drawn from any of the information identified above to create a profile about you reflecting your preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.

3. What does Taboola do with your Taboolar Candidate Data?

Taboola may use (and may have used during the 12-month period prior to the effective date of this notice) personal information for the purpose of carrying out and supporting HR functions and activities, including the uses described below. In addition to these HR purposes, we list below relevant “business purposes” as they are described in the CCPA.

- (a) Managing work activities and personnel generally, including recruiting; performing background checks; determining suitability for employment or promotion; determining physical and/or mental fitness for work; managing Taboolar onboarding; reviewing and evaluating performance; determining eligibility for and processing salary increases, bonuses, equity, and other incentive-based compensation; providing references; administering payroll services; reimbursing expenses; administering health, dental, and other benefits; accommodating disabilities or illnesses; supporting wellness; facilitating employee relocations and international assignments; making travel arrangements; securing immigration statuses; monitoring staff; creating staff directories; managing Taboolar headcount, work planning, and office allocation; supporting diversity hiring efforts; investigating suspected

misconduct or non-performance of duties; managing disciplinary matters, grievances, and terminations; reviewing staffing decisions; providing access to facilities; managing communications and relations with U.S. residents; and carrying out obligations under employment contracts.

- (b) Ensuring business continuity; protecting the health and safety of our staff and others; managing emergency response; safeguarding, monitoring, and maintaining our IT infrastructure, office equipment, facilities, and other property; providing technical support; detecting or preventing theft or fraud, or attempted theft or fraud; and facilitating communication with you and your designated contacts in an emergency.
- (c) Operating and managing our IT, communications systems and facilities, and monitoring the use of these resources; performing data analytics; improving our services; allocating and managing company assets and human resources; strategic planning; project management; compiling audit trails and other reporting tools; maintaining records relating to business activities, budgeting, and financial management; managing mergers, acquisitions, sales, reorganizations or disposals and integration with business partners.
- (d) Complying with legal requirements, such as tax, record-keeping and reporting obligations; conducting audits, management and resolution of health and safety matters; complying with requests from government or other public authorities; responding to legal process such as subpoenas and court orders; pursuing legal rights and remedies; defending litigation and managing complaints or claims; conducting investigations; and complying with internal policies and procedures.
- (e) Performing services, including maintaining or servicing accounts, providing services to U.S. Taboolar Candidates, processing transactions and payments, verifying U.S. Taboolar Candidate information, providing analytics services, providing storage, or providing similar services.
- (f) Auditing, including auditing compliance.
- (g) Certain short-term, transient uses.
- (h) Helping to ensure security and integrity of our business resources.
- (i) Debugging to identify and repair errors that impair existing intended functionality.
- (j) Undertaking internal research for technological development and demonstration.

- (k) Undertaking activities to verify or maintain the quality or safety of a service or device that is owned, manufactured, manufactured for, or controlled by us, and to improve, upgrade, or enhance the service or device that is owned, manufactured, manufactured for, or controlled by us.

Taboola may collect aggregated candidate statistics to help us understand the diversity of our workforce. This information, when collected, is done so on a voluntary, consensual basis, and Taboolar candidates are not required to provide this information, unless it is necessary for us to collect such information to comply with our legal obligations.

To the extent we process deidentified information, we will maintain and use the information in deidentified form and will not attempt to reidentify the information unless permitted by applicable law.

4. Retention of Personal Information

Taboola retains personal information of U.S. Taboolar Candidates for the period reasonably necessary to achieve the purposes outlined in this notice, or any other notice provided at the time of collection, unless a longer retention period is required or permitted by applicable law, taking into account relevant statutes of limitations and Taboola's records retention requirements and policies.

5. Sources of Personal Information

During the 12-month period prior to the Effective Date of this notice, Taboola may have obtained personal information about U.S. Taboolar Candidates from the following categories of sources:

- (a) Directly from you;
- (b) Devices you use in connection with your employment or online interactions with us;
- (a) Family or friends who provide information about you, for example, in connection with our provision of benefits or services;
- (b) Our affiliates and subsidiaries;
- (c) Vendors who provide services on our behalf;
- (d) Internet service providers;
- (e) Operators systems and platforms;
- (f) Government entities;

- (g) Social networks; and
- (h) Data brokers, such as credit bureaus, credit reporting service providers and background check services.

6. Disclosure of Personal Information

During the 12-month period prior to the Effective Date of this notice, Taboola may have disclosed the following categories of personal information about you for a business purpose to the following categories of third parties:

Category of Personal Information	Categories of Third Parties
Identifiers	<ul style="list-style-type: none"> ● Our affiliates and subsidiaries ● Vendors who provide services on our behalf ● Professional services organizations, such as auditors and law firms ● Business partners ● Internet service providers ● Operating systems and platforms ● Government entities ● Social networks
Additional Data Subject to Cal. Civ. Code § 1798.80	<ul style="list-style-type: none"> ● Vendors who provide services on our behalf ● Professional services organizations, such as auditors and law firms
Protected Classifications	<ul style="list-style-type: none"> ● Vendors who provide services on our behalf ● Government entities
Online Activity	<ul style="list-style-type: none"> ● Social networks
Sensory Information	<ul style="list-style-type: none"> ● Social networks
Employment Information	<ul style="list-style-type: none"> ● Our affiliates and subsidiaries ● Vendors who provide services on our behalf ● Professional services organizations, such as auditors and law firms ● Business partners ● Operating systems and platforms ● Government entities ● Data brokers

Education Information	<ul style="list-style-type: none"> • Our affiliates and subsidiaries • Vendors who provide services on our behalf • Operating systems and platforms • Data brokers
Inferences	<ul style="list-style-type: none"> • Social networks

In addition to the categories of third parties identified above, during the 12-month period prior to the Effective Date of this notice, we may have disclosed personal information about U.S. Taboolar Candidates to government entities, or to third parties in connection with corporate transactions, such as mergers, acquisitions or divestitures.

Taboola does not sell or share (for cross-context behavioral advertising purposes) personal information about California Taboolar Candidates.

We do not have U.S. knowledge that we sell or share the personal information of minors under 16 years of age.

7. California Consumer Privacy Rights

7.1. If you are a California Taboolar Candidate, you have certain choices regarding your personal information. You have the right to request that Taboola:

- (a) provide you with what Taboolar Data Taboola has collected about you, including the categories of personal information, the categories of sources from which the personal information is collected, the business or commercial purpose for collecting, selling, or sharing personal information (if applicable), the categories of third parties to whom Taboola discloses personal information, and the specific pieces of personal information Taboola has collected about you,
- (b) correct your personal information, if that information is inaccurate,
- (c) delete your personal information, and
- (d) opt you out of the sale or sharing of your personal information (if applicable).

7.2. How to Submit a Request. To submit an access, correction or deletion request, please contact us at privacy@taboola.com. To submit a request as an authorized agent on behalf of an individual, please email privacy@taboola.com with the subject line "Authorized Agent Request."

7.3. Verifying Requests. To help protect your privacy and maintain security, we will take steps to verify your identity before granting you access to your personal information or complying with your request. We may verify your identity by requiring you to sign into your employee

account. If you do not have an employee account and you request access to, or deletion or correction of, your personal information, to verify your identity, we will require additional information from you, such as your date of birth, last four digits of your employee identification number, and information about your employment dates with Taboola. In addition, if you ask us to provide you with specific pieces of personal information, we may require you to sign a declaration under penalty of perjury that you are the California Taboolar Candidate whose personal information is the subject of the request. If you designate an authorized agent to make a request on your behalf, (1) we may require you to provide the authorized agent written permission to do so, and (2) for access, correction and deletion requests, we may require you to verify your own identity directly with us (as described above).

7.4. Additional Information. If you choose to exercise any of your rights under the CCPA, you have the right to not receive discriminatory treatment by us. To the extent permitted by applicable law, we may charge a reasonable fee to comply with your request.

8. How To Contact Us

If you have any questions regarding this notice or our privacy practices, please email us at privacy@taboola.com.

9. U.S. Resident Consumer Requests

During the previous calendar year, we received and responded to these types of U.S. Taboolar Candidate requests as follows:

	Number received	Number complied with in whole or in part	Number denied	Median number of days to respond
Requests to Know	0	0	0	0
Request to Correct	0	0	0	0
Requests to Delete	6	6	0	Immediately
Requests to limit use of sensitive personal information	0	0	0	0
Requests to opt-out	0	0	0	0