TapMind Platform Cookie and Similar Technologies Policy

Version 1.0. Effective 5 November 2026

This policy explains what TapMind's advertising technology (our display advertising tag and our video player, the "Services") stores or reads in your browser when you visit a website whose publisher uses the Services. It does not cover TapMind's own website (see `tapmind.com/legal/cookies`) or the publisher's own cookies and technologies, which are described in the publisher's policy. It supplements our Privacy Policy at `tapmind.com/privacy`. The controller is TapMind Technologies Private Limited.

What we use

We do not set cookies and we do not create an identifier for you. The Services store a small amount of information in your browser using **local storage** (which persists until it expires or you clear your site data) and **session storage** (which is cleared when you close the browser tab). Local storage and session storage are treated like cookies under privacy laws, so we describe them here in the same way. All items are stored under the website's own domain.

Item (key)	Type	Set by	Purpose	Category	Lifetime
`tmsrv_adSession`	Local storage	TapMind display tag	Counts ads shown in the current ad session so that the same ad is not shown too often	Advertising	7 days
`tmsrv_int_adSession`	Local storage	TapMind display tag	Counts interstitial ads shown in the current ad session	Advertising	7 days
`tmsrv_priorityState`	Local storage	TapMind display tag	Remembers which ad sources to try first so that ads load quickly	Strictly necessary	7 days
`tmsrv_int_priorityState`	Local storage	TapMind display tag	Remembers which interstitial ad sources to try first	Strictly necessary	7 days
`tabAdCount`	Session storage	TapMind display tag	Counts ads shown in this browser tab	Advertising	Until the tab closes

Item (key)	Type	Set by	Purpose	Category	Lifetime
`exitInterstitialShown`	Session storage	TapMind display tag	Records that an exit interstitial has already been shown in this tab	Strictly necessary	Until the tab closes
`__tmStorageTest`	Local storage	TapMind display tag and video player	Checks that storage is available; removed immediately	Strictly necessary	Removed immediately
Configuration cache	Local storage	TapMind display tag and video player	Holds the tag's configuration so it does not have to be fetched on every page	Strictly necessary	1 hour
`tapmind_optout`	Local storage	Set when you opt out at tapmind.com/privacy/choices	Records your choice to opt out of TapMind processing in this browser	Preferences	Until you clear site data

Categories. *Strictly necessary* items are needed to deliver the ad or video you requested or to remember your privacy choice; they do not require consent. *Advertising* items limit how often you see an ad; in the EEA, UK and Switzerland they are written only where the website's consent dialog signals consent to storage. None of the items identifies you, and ads on websites are not personalised by TapMind.

Information read from the page

Where the website uses a consent management platform, the Services read the consent signals it makes available (IAB TCF and GPP) so that your choices travel with each ad request to our advertising partners. The Services do not read any other information stored by the website or by other companies.

Your choices

Use the consent dialog on the website you are visiting; opt out of TapMind processing in this browser at `tapmind.com/privacy/choices`; or clear your browser's site data, which removes everything listed above (including your opt-out, so you may need to opt out again). Because these items live in your browser, choices apply to the browser you make them in.

Changes

This policy is versioned; the current version is at `tapmind.com/legal/platform-cookies`. Contact: privacy@tapmind.com.