TapMind Platform Cookie and Similar Technologies Policy

Version 1.1. Effective 12 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 stays until 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, and each is written only by the ad formats or player features the website uses.

Item (key)	Type	Set by	Purpose	Category	Lifetime
`tmsrv_adSession`	Local storage	TapMind display tag (interstitial, slider and stay-on formats)	Counts ads shown in the current ad session so that the same ad is not shown too often	Advertising	Until you clear site data
`tmsrv_int_adSession`	Local storage	TapMind display tag (interstitial format)	Counts interstitial ads shown in the current ad session	Advertising	Until you clear site data
`tmsrv_priorityState`	Session storage	TapMind display tag	Remembers which ad sources to try first so that ads load quickly	Strictly necessary	Until the tab closes
`tmsrv_int_priorityState`	Session storage	TapMind display tag	Remembers which interstitial ad sources to try first	Strictly necessary	Until the tab closes
`tabAdCount`	Session storage	TapMind display tag	Counts ads shown in this browser tab	Advertising	Until the tab closes
`exitInterstitialShown`	Session storage	TapMind display tag	Records that an exit interstitial has already been shown in this tab	Strictly necessary	Until the tab closes

Item (key)	Type	Set by	Purpose	Category	Lifetime
`__tmStorageTest`	Local storage	TapMind display tag and video player	Checks that storage is available	Strictly necessary	Removed immediately
`tm_volume_widget_shown`	Session storage	TapMind video player	Records that the volume control was shown in this tab	Preferences	Until the tab closes
`tm_volume_widget_expiry`	Session storage	TapMind video player	Holds the time after which the volume control may be shown again	Preferences	Until the tab closes
`tm_volume_widget_count`	Local storage	TapMind video player, where the website enables it	Counts how many times the volume control has been shown	Preferences	Until you clear site data
`tm_user_consent`	Session storage	TapMind video player	Records that you allowed sound on the click-to-play prompt; it is not a privacy consent record	Preferences	Until the tab closes

Categories. *Strictly necessary* items are needed to deliver the ad or video you requested. *Preferences* items remember how the video player was shown to you. *Advertising* items limit how often you see an ad. None of the items identifies you, and ads on websites are not personalised by TapMind.

Advertising partners and Google

When a website uses TapMind's header bidding, the advertising partners that bid may set their own cookies or similar items in your browser, and our video player loads Google's Interactive Media Ads SDK, which may use Google's own cookies and storage. These are set by those companies under their own privacy policies, not by TapMind, and are not listed in the table above. Our header bidding applies the consent signals provided by the website's consent platform (IAB TCF and GPP) before partners may store or read information through it.

Information read from the page

Where the website uses a consent management platform, our header bidding reads the consent signals it makes available (IAB TCF and GPP) and passes them with bid requests to 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, or clear your browser's site data, which removes everything listed above. Because these items live in your browser, your 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.

Changes in Version 1.1

Version 1.1 replaces Version 1.0 of 5 November 2026, which remains available in our archive. The table now lists the items the Services actually use, including the video player's, with their actual lifetimes; the configuration cache and the opt-out item are removed because the Services do not use them; and the storage of advertising partners and of Google's video ad SDK is described.