

Rackspace Privacy Notice

Last Updated: May 2018

Your Privacy Rights

This website is operated by Rackspace Hosting group entities ("Rackspace", "we", "us", or "our"). This Privacy Notice describes your privacy rights regarding our collection, use, storage, sharing, and protection of your Personal Information. It applies to the Rackspace.com website and all related websites, applications, services, and solutions, regardless of how you access or use them (collectively, the "Site"). All Personal Information processed by Rackspace, which includes its respective successors, subsidiaries, divisions and group entities, shall be limited to the purposes for collection set forth in this Privacy Notice.

Jump to section:

- [Scope and Revisions](#)
- [Cross-Border Information Transfers](#)
- [Privacy Shield](#)
- [How We Collect Your Personal Information](#)
- [How We Use the Personal Information We Collect; Purposes and Legal Bases for Processing](#)
- [How We Share Personal Information with Third Parties](#)
- [How We Protect and Store Personal Information](#)
- [How You Can Access or Change Your Personal Information](#)
- [How We Use Tracking Technologies](#)
- [How You Can Opt Out of Marketing Communications](#)
- [Additional Privacy Rights for Individuals in the European Union](#)
- [How You Can Contact Us about Privacy](#)

Scope and Revisions

This Privacy Notice applies to Personal Information and other information collected by Rackspace or its service providers from or about: (i) visitors to, or users of, our Site (ii) prospective and current customers using Rackspace hosting and information technology services and support (the "Services"); (iii) users of any mobile-device applications that we offer (such as its iOS and Android applications); (iv) service providers and business partners; (v) job applicants; and (vi) other individuals with whom we interact.

We may amend this Privacy Notice at any time by posting a revised version on this Site. The revised version will be effective at the time we post it. Therefore, we encourage you to periodically review this Privacy Notice to remain informed about how we are helping to protect the Personal Information we collect. If we make any material changes, we will provide notice on this Site prior to the change becoming effective.

Cross-Border Information Transfers

You acknowledge (a) that you are accessing a Site that is based in the United States, (b) that you are providing Personal Information to a company in the United States, and (c) that Rackspace must adhere to laws of the United States. You agree that Personal Information collected on our Site may be stored and processed in the United States or any other country in which Rackspace, its affiliates, partners, service providers, or agents maintain facilities, and while in such jurisdictions may be subject to access pursuant to the laws of those jurisdictions. Each of these countries has different privacy laws that afford varying levels of protection for your Personal Information, and such laws may be less stringent or may not be as comprehensive as those laws that exist in your country.

Rackspace's privacy practices, described in this Privacy Notice, also comply with the APEC Cross Border Privacy Rules System. The APEC CBPR system provides a framework for organizations to ensure protection of Personal Information transferred among participating APEC economies. More information about the APEC framework can be found [here](#).

Privacy Shield

Rackspace, which includes its respective successors, subsidiaries, divisions and groups, complies with the EU-U.S. Privacy Shield Framework and Swiss-U.S. Privacy Shield Framework as set forth by the U.S. Department of Commerce regarding the collection, use, and retention of Personal Information transferred from the European Union and Switzerland to the United States. Rackspace has certified to the Department of Commerce that it adheres to the Privacy Shield Principles. If there is any conflict between the terms in this Privacy Notice and the Privacy Shield Principles, the Privacy Shield Principles shall govern. To learn more about the Privacy Shield program, and to view our certification, please visit <https://www.privacyshield.gov/>.

Rackspace is responsible for the processing of Personal Information it receives, and under Privacy Shield we may subsequently transfer that Information to a third party acting as an agent on our behalf. Rackspace complies with the Privacy Shield Principles for all onward transfers of Personal Information from the EU and Switzerland, including the onward transfer liability provisions.

With respect to Personal Information received or transferred pursuant to the Privacy Shield Framework, Rackspace is subject to the regulatory enforcement powers of the U.S. Federal Trade Commission. In certain situations, Rackspace may be required to disclose Personal Information in response to lawful requests by public authorities, including to meet national security or law enforcement requirements.

If you have an unresolved privacy or information security concern that we have not addressed satisfactorily, please contact our U.S.-based third party dispute resolution provider (free of charge) at <https://feedback-form.truste.com/watchdog/request>.

Under certain conditions, more fully described on the Privacy Shield website <https://www.privacyshield.gov>, you may invoke binding arbitration when other dispute resolution procedures have been exhausted.

How We Collect Your Personal Information

When you visit our Site, we collect the following types of Personal Information in order to provide you with use of and access to our Site and to help us personalize and improve your experience:

Information we collect automatically: When you visit our Site, email us, or download our mobile applications, we collect information sent to us by your computer, mobile phone, or other access device—some of which may be deemed Personal Information. The information sent to us may include but is not limited to the following: information about the pages you access, computer IP address, device ID or unique identifier, device type, geo-location information, computer and connection information, mobile network information, statistics on page views, traffic to and from the sites, referral URL, ad information, and standard web log information and other information. We may also collect anonymous information through our use of cookies and web beacons.

Information you provide to us: We may collect Personal Information, such as your name, address, phone, email and other information that you enter directly onto or in connection with our Site. Generally, Personal Information are requested when: (i) Rackspace customers log into the Site for your products and services and (ii) when visitors to our Site request certain information about Rackspace products and services. If you fail to provide the requested Personal Information, you may not be able to access all or portions of the Site or purchase products and services.

Information we receive from other sources: We work closely with third parties (for example, business partners, service providers, sub-contractors, advertising networks, analytics providers, credit reference agencies, fraud protection services, channel partners, and resellers) and may receive information about you from them.

Social Media platforms or other forums: We may receive certain information that's stored or processed by third parties, such as the social media sites Facebook®, Twitter® and LinkedIn® when you interact with us through these social media platforms. Rackspace Websites may include social media features - such as the Facebook "Like" button - and widgets - such as the "share this" button. These features may collect your IP address as well as details of the pages you are visiting on Rackspace Websites. Social media features and widgets are either hosted by a third party or hosted by Rackspace Websites. Each social media platform may have its own privacy notices that specifically govern its use of social media features.

Rackspace Websites may also feature bulletin boards, blogs or forums. Any Personal Information that you choose to submit via such a forum may be read, collected, or used by others who visit these forums, and may be used to send you unsolicited messages.

Co-Branding: Some Rackspace Websites or Services may be co-branded and offered in conjunction with another company. If you use such websites or Services, both Rackspace and the other company may receive the Personal Information that's collected via that co-branded website or Service. The company whose privacy notice is displayed on a co-branded website will be responsible for Personal Information collected on that website.

Other methods of collection: We may also collect Personal Information from or about you in other ways, such as through your contact with our customer support team, your results when you respond to a survey, and your interactions with members of the Rackspace corporate family or other companies.

Service Provider Information collection and processing: In some cases, Rackspace administers the Site on behalf of our customers, and in these circumstances we have no direct relationship with the individuals about, for, or from whom the Personal Information are collected. If you are a customer or end user of a Rackspace customer (for example, you are an end user of our customer's product or service) and you have questions or complaints about how your Personal Information are processed, please contact our customer directly. You understand that your use of the Site may be subject to terms and policies provided by our customer and that Rackspace is not a party to such agreements.

How We Use the Personal Information We Collect; Purposes and Legal Bases for Processing

Our primary purpose for collecting and processing Personal Information is to provide you with a secure, smooth, and efficient visitor and customer experience. We may also use your Personal Information to:

- operate the Site (*the legal basis for processing is either performance of the agreement between us and you or our legitimate interest, more specifically our economic interest in offering you products and services*);
- provide support or to carry out the service(s) you have requested or authorized (*the legal basis for processing is performance of the agreement between you and Rackspace*);
- troubleshoot your issue and provide you with more effective customer service (*the legal basis for processing is performance of the agreement between you and Rackspace*);
- process payments for products or services you have purchased (*the legal basis for processing is performance of the agreement between you and Rackspace*);
- distribute alerts concerning product upgrades, special offers, white papers, upcoming events and webinars, updated information about existing and new products and services from Rackspace or our partners and to measure the effectiveness of these communications (*the legal basis for processing is either explicit consent, the performance of the agreement between you and Rackspace, or our legitimate interest, more specifically our economic interest in making you personalized offers*);
- provide or operate certain products or services that may engage in automated decision-making or profiling (*the legal basis for such processing is explicit consent; you may withdraw your consent at any time*); and
- for such other purposes as required or permitted by law (*the legal basis for processing is our compliance with our legal obligations*).

How We Share Personal Information with Third Parties

Rackspace partners with and occasionally hires other companies to provide services on its behalf. Personal Information may be shared with these companies; however, we will only share your Personal Information to accomplish the purposes for which we collected the Personal Information. These third parties are contractually required to maintain the confidentiality of your Personal Information and are contractually prohibited from using that information for any other purpose.

We may also share your information as follows:

- with your consent;
- when we believe in good faith that disclosure is necessary to protect our rights or property;
- to protect your safety or the safety of others;
- to investigate fraud or respond to a government, judicial or other legal request;
- with Rackspace group entities;
- to comply with the law; and
- in connection with a corporate change, such as an acquisition or merger.

How We Protect and Store Personal Information

We endeavor to protect the security of your Personal Information. We use a variety of security technologies and procedures to try to protect your Personal Information from unauthorized access, use, or disclosure. For example, we store the Personal Information you provide on computer servers with limited access that are located in controlled facilities.

How You Can Access or Change Your Personal Information

You may contact us at any time to inquire about the Personal Information we collect about you. Depending on the Site you use, you may access, correct, or request deletion of your Personal Information by logging in to your account, or you may contact us at Privacy@Rackspace.com. We will respond to your request within a reasonable timeframe.

In the event Rackspace processes information about you on behalf of one of our customers, please direct your privacy inquiries and requests for access, correction or deletion of Personal Information to the customer. If a customer requests that we remove information, we will respond within a reasonable timeframe.

We may need to retain your information for a period of time in order to continue providing a service to you, collect any fees owed, resolve disputes, troubleshoot problems, assist with any

investigations, prevent fraud, enforce our customer or user agreement, or take other actions as required or permitted by law.

How We Use Tracking Technologies

Rackspace and its partners use cookies or similar technologies to expedite the user login process, remember user experience settings, analyze trends, administer the website, track users' movements around the website, and to gather demographic information about our user base as a whole. You can control the use of cookies at the individual browser level, but if you choose to disable cookies, it may limit your use of certain features or functions on our website or service. For more information, please see our Cookies Notice available at <http://www.rackspace.com/information/legal/privacystatement/cookies>.

We may partner with a third party to display advertising on our website or to manage our advertising on other sites. Our third party partner may use cookies or similar technologies in order to provide you advertising based upon your browsing activities and interests. If you wish to learn more about opting out of interest-based advertising, please click [here](#) or if located in the European Union, please click [here](#). Please note you may continue to receive generic ads.

Do-Not-Track

Do Not Track (DNT) is an optional browser setting that allows you to express your preferences regarding tracking by advertisers and other third-parties. We do not currently respond to DNT signals. Therefore, please be advised that third party web analytics companies may collect information about your online activities over time and across our website and other online properties.

How You Can Opt Out of Marketing Communications

We may contact you to alert you of upcoming events, webinars, white papers and promotional campaigns relating to our products and services. If we determine that your explicit consent is needed to send marketing communications, we will obtain that consent before or at the time of Personal Information collection.

Rackspace honors your choices. You can choose whether you wish to receive promotional emails, SMS messages, telephone calls, and postal mail from us by using the opt-out methods described in that communication. For example, if you wish to stop receiving email marketing communications from us, you may click the "unsubscribe" link at the bottom of the relevant email marketing communication or by following the instructions detailed in the communication. Please note that this may not unsubscribe you from all other communications. If you wish to opt-out of all marketing communications, please contact us using the details provided below. Please note that you cannot unsubscribe from service-related messages.

Additional Privacy Rights for Individuals in the European Union

In addition to the rights described elsewhere in this Privacy Notice, you may have additional Personal Information protection rights pursuant to applicable information protection legislation. If you are an individual in the European Union, these may include the right to information portability, the right to withdraw consent for processing, the right to object to or restrict the processing of your Personal Information, and the right to lodge a complaint with the supervisory authority of the EU country in which you reside.

How You Can Contact Us about Privacy

If you have any questions, comments, or concerns about your privacy or this Privacy Notice, please contact us at Privacy@Rackspace.com or you may write to us at the following address:

**Chief Privacy Officer
Rackspace US, Inc.
1 Fanatical Place
City of Windcrest
San Antonio, TX 78218**

OTHER PRIVACY LINKS:

- Rackspace [Job Candidate Privacy Notice](#)
- Rackspace [Privacy Shield Notice](#)
- Rackspace [Cookie Notice](#)
- Rackspace [Mobile Privacy Notice](#)