

Effective February 13, 2015. Last reviewed and updated: April 18, 2017

RACKSPACE MOBILE APPLICATION PRIVACY NOTICE

This Rackspace Mobile Application Privacy Notice (“Mobile Privacy Notice”) details the data that [Rackspace Hosting and its group companies](#) (“Rackspace”, “we”, “us” and “our”) may collect for the purposes of providing you with access to the Rackspace mobile-device application (“Mobile App”). This Mobile Privacy Notice is supplemental to Rackspace’s corporate Privacy Statement (available at <http://www.rackspace.com/information/legal/privacystatement>). This Mobile Privacy Notice governs the collection and use through our Rackspace Mobile Application.

CONSENT

Downloading, accessing, or otherwise using the Mobile App indicates that you have read this Mobile Privacy Notice and consent to its terms. If you do not consent to the terms of this Mobile Privacy Notice, do not proceed to download, access, or otherwise use the Mobile App.

WHAT INFORMATION DO WE COLLECT THROUGH THE MOBILE APP AND HOW DO WE USE IT?

When we refer to “Personal Information” in this Mobile Privacy Notice, we mean any information that can identify you. In some jurisdictions it includes information that identifies a legal entity, such as company name. We describe the Personal Information that we collect via the Mobile App in more detail below.

- ***User Provided Information:*** Rackspace may collect Personal Information when you download the Mobile App and when you submit information through the Mobile App pertaining to your use of the Rackspace services (“Services”). When you use the Mobile App to access the Services, Rackspace may collect (i) your name, email address, user name, and other account information; (ii) transaction-related information, such as when you monitor and manage your use of the Services and your hosted infrastructure; (iii) information you provide relating to your request for help; and (iv) other information you enter into your Rackspace account when using the Mobile App.
- ***Mobile App Usage Information:*** Rackspace may collect information about your usage of the Mobile App, including crash logs and usage statistics. Rackspace may also collect additional information through your use of the Mobile App including your mobile phone number and/or any name you might have assigned to your device.
- ***Your Device Information, collected via cookies and other similar technologies:*** When you download or use the Mobile App, or access one of our mobile-optimized Rackspace websites, we may collect information about your mobile device, including a unique identifier for your device, the type of mobile device you use with the Mobile App, IP address, application version, operating system, and the type of mobile Internet browsers in use.
- ***Location Information:*** Rackspace may collect your IP address. However, we do not collect precise information about the location of your mobile device.
- ***Information Received from Other Sources:*** We work closely with third parties (for example, other Rackspace group companies, business partners, subcontractors, advertising networks, analytics providers, credit reference agencies, search information providers) and may receive information about you from them. We may supplement the information you submit to us via the Mobile App with other information we have about you, including information we receive from third parties.

Source URL: <http://www.rackspace.com/information/legal/privacystatement/mobileapps>

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- **Mobile Analytics:** We may use mobile analytics software to allow us to better understand the functionality of our Mobile Software on your phone. This software may record information such as how often you use the application, the events that occur within the application, aggregated usage, performance data, and where the application was downloaded from. We may link this information to your customer account information (such as your contact information and information about the usage of our services) for the purpose of managing your account, provide our services and improve the delivery of our services.

Rackspace may use the information collected through this Mobile App in the following ways:

- **To contact you and to provide the Services to you.** We may use the information you provide us via the Mobile App to send you important information, to send you required notices, and to provide the Services to you, and as otherwise described in our [Privacy Statement](#).
- **To enhance your experience with our Mobile Apps and the Services.** We may use Mobile App Usage and Device Information to: review the quality and improve the functionality of the Mobile App and the Services; troubleshoot; personalize your experience, such as providing the most relevant Rackspace contact information based on your IP location; use anonymized information for analytics purposes and industry benchmarking; and share anonymized data with third parties who provide services to us.
- **To send you marketing and advertising messages.** We use your User Provided Information to recommend products and services that might be of interest to you. You may opt-out of these communications by contacting us at privacy@rackspace.com or by following the unsubscribe link located at the bottom of each communication.
- **Other uses.** We may also use the information you provide: to comply with the law; as otherwise consented to by you; or as described in our full version of [the Rackspace Privacy Statement](#).
- As a global company, we process information we collect, including Personal Information, in various countries around the world. This means that the information we obtain about you may be transferred outside of your country.

HOW WE SHARE PERSONAL INFORMATION

Subject to applicable laws and the terms of [the Rackspace Privacy Statement](#), we may share your User Provided Information, Mobile App Usage Information and Device Information with Rackspace group companies and with third parties who provide services to us, as well as with any other parties described in the Mobile App. Please be aware that Rackspace may process - including transfer - such information worldwide both directly and through third party service providers working on our behalf.

- **Sharing among Rackspace group companies.** We may share your Personal Information with our Rackspace entities globally to provide the Services to you, to support our business operations, and for any other purpose described in this Mobile Privacy Notice and [the Rackspace Privacy Statement](#).
- **Sharing with third parties.** Information we collect via the Mobile App may be disclosed to our service providers who work on our behalf to help us deliver or improve the Mobile App and our Services; other third parties when we believe in that disclosure is necessary to protect our rights, protect your safety or the safety of others, to investigate fraud, or respond to a government request; and as otherwise required by law.

We will share your information with third parties only in the ways that are described in this Mobile Privacy Notice and the [Rackspace Privacy Statement](#). We require that our third party service providers agree to keep confidential all information we share with them and to use the information only to perform their obligations in the agreements we have in place with them. These third party service providers are expected to maintain privacy and security protections that are consistent with Rackspace's privacy and information security policies.

If Rackspace is involved in a merger, acquisition, or sale of all or a portion of its assets, you will be notified via email or a prominent notice on our website regarding any change in ownership or changes in how we use your Personal Information, as well as any choices you may have regarding this information.

SECURITY

Data Caching by Mobile Apps: To ensure a good user experience, when you log into the Mobile App your credentials will be cached by the Mobile App on your mobile device. This information may only be removed by logging out or removing the account from the Mobile App. All data is stored using platform best practices. Data is available only to the Mobile App and authenticated users.

The measures we take regarding the security of Personal Information we collect are described in [the Rackspace Privacy Statement](#).

You should also implement appropriate security measures when using your mobile device and the Mobile App.

HOW TO CONTROL THE USE OF YOUR PERSONAL INFORMATION

- **Information collected via cookies and other tracking technologies.** If you access any of our Services through the Mobile App or a mobile browser, you may manage the extent to which your Personal Information is shared with us. For more information about our use of cookies and similar technology please see our [Cookies Notice](#).
- **Uninstalling the Mobile App:** You may opt-out of our further collection and use of your Personal Information via this Mobile App by uninstalling this Mobile App from your mobile device.
- For information on how to access, update or delete your personal information, please visit our corporate Privacy Statement <http://www.rackspace.com/information/legal/privacystatement>.

UPDATES TO THIS MOBILE PRIVACY NOTICE

This Mobile Privacy Notice may be updated from time to time.

Our business changes constantly and our Privacy Statement may also change from time to time. The "Last Updated" section at the top of this page states when this Mobile Application Privacy Notice was last revised. You should check the Rackspace Websites frequently to see recent changes. If any change materially affects the privacy of your Personal Information, we will notify you by posting a notice to this site or by email (to the email address tied to your account) and by posting the Privacy Statement before its effective date and give you a reasonable period of time to object to any changes (which you may do by ceasing to use our Services, Rackspace Websites, and Rackspace mobile-device applications). We encourage you to periodically review this Mobile Application Privacy Notice to stay informed about how we collect, use and share Personal Information.

CONTACT US

If you have any questions regarding privacy while using the Mobile App or questions about our practices, please contact us via email at privacy@rackspace.com or write us to General Counsel, Rackspace US, Inc., 1 Fanatical Place, City of Windcrest, San Antonio, TX 78218 or to our local entities (please see our “Rackspace Group Privacy Contact”

page <http://www.rackspace.com/information/legal/privacystatement/rackspacegroup>.

RACKSPACE PRIVACY LINKS

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