RACKSPACE PRIVACY NOTICE: COOKIES AND SIMILAR TECHNOLOGIES
(the “Cookie Notice”)

This Cookie Notice provides details on:
• the cookies, web beacons and similar technologies that we and our service providers may use when you visit or interact with us online; and
• your options regarding these technologies.

SCOPE OF THIS NOTICE AND CONSENT

This Cookie Notice applies to all websites, services, messaging (e.g., email and online chat communication), and mobile-device applications that are operated by or on behalf of Rackspace. The Cookie Notice also applies to Rackspace-branded pages on third party platforms. For the purposes of this Cookie Notice, we refer to all such websites, services, messaging, mobile-device applications and Rackspace-branded pages on third-party platforms as the “Rackspace Sites”. This Cookies Notice is supplemental to Rackspace’s corporate Privacy Statement (available at http://www.rackspace.com/information/legal/privacystatement).

Rackspace and its partners use cookies or similar technologies to analyze trends, administer the website and other Rackspace branded platforms, track users’ movements around the website and digital properties, and to gather 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.

By continuing to browse the Rackspace Sites, you are agreeing to our use of cookies, web beacons and similar technologies in accordance with this Cookie Notice.

If you do not agree to our use of cookies, web beacons and similar technologies in the ways described in this Cookie Notice, you should set your browser to reject all, or certain, technologies. However, if you use your browser settings to block all such technologies, you may not be able to access all or parts of the Rackspace Sites. To fully ensure that no cookies or other technologies are used when you visit Rackspace Sites, you also have the option to refrain from using Rackspace Sites. For further information on how to control cookies please read section 3 of this Cookie Notice, below.

WHEN WE USE COOKIES, WEB BEACONS, AND SIMILAR TECHNOLOGIES

Cookies. We use cookies to collect information about your device, such as IP address, operating system and browser type. The types of cookies that we use are detailed below:

• **Strictly necessary.** These cookies help you to move around Rackspace Sites. For example, if you’re required to sign into a Rackspace Site, the cookies identify you as being signed in and remember you so that you don’t have to sign back in every time you move between Rackspace Sites.

• **Functional.** We use these cookies so that Rackspace Sites recall the choices you make. For example, these cookies are capable of recognizing if you’ve been to a Rackspace Sites before, so
messages intended for first-time users are not displayed to you. We may also use functional cookies to tailor content or advertisements to match your preferred interest and to avoid showing you the same advertisements repeatedly.

- **Analytical.** These cookies help us identify the number of unique visitors to Rackspace Sites, whether or not those visitors are repeat visitors, and the source of Rackspace Site traffic. For example, if there are 1,000 visits to a Rackspace Site on a certain day, we can use cookies to discover how many of those visits were made via the same browser (same visitor). We may also use the cookie to discover whether you have visited Rackspace Sites more than once and the source for each visit. Cookies help us to compile anonymous, aggregated statistics so that we can: better understand how people use Rackspace Sites; improve the structure of Rackspace Sites; and count the number of anonymous users of the Rackspace Sites.

- **Session cookies.** These cookies allow us to link your actions during a particular browser session.

- **Persistent cookies.** These cookies allow us to recall your preferences or actions across multiple Rackspace Sites.

In addition to the reasons for our use of cookies detailed above, we use the information gathered from cookies – namely, IP addresses - to help diagnose problems with our servers and to administer Rackspace Sites.

To learn more about the cookies we use, take a look at our cookie table. Please note that the names of cookies may change over time and we will update this table accordingly.

**Web Beacons.** We use web beacons to track your movements to, from and on the Rackspace Sites to determine the effectiveness of content and advertising campaigns, particularly as they enable us to count the number of times that our advertisements and web-based email content are viewed.

**Server logs.** If you arrive at a Rackspace Sites by clicking on an advertisement that we have paid for (including a paid search engine result) or a link in an email sent from or on behalf of us, then we will capture information that tracks your visit from that link (e.g., referring URL, browser information). If you arrive at a Rackspace Sites by clicking a source not paid for by Rackspace, such as link in a non-paid search engine result or an unsponsored link on a third party’s website, we may capture information that tracks your visit from that source, to the extent we are able to do so. We may also capture information about your computer system, such as your browser type and operating system. We may also gather certain information automatically, such as Internet protocol (IP) addresses, Internet service provider (ISP), the files viewed on our site (e.g., HTML pages, graphics, etc.), operating system, date/time stamp, and/or clickstream data to analyze trends in the aggregate and administer the site.

**HOW TO CONTROL AND DELETE COOKIES**

If you want to control the cookies that are placed on your computer or other device, you could:

- view cookies stored on your hard drive;
- choose whether or not to permit cookies to be set by default;
- delete the cookies stored on your hard drive.

Please be aware, however, that your decision to control cookies may affect your experience of the Rackspace Sites – you may not be able to access all or parts of those sites. Turning cookies off, for
instance, will prevent you from registering for, signing in to, and using many of the services on such Rackspace Sites.

The main browsers allow you to change your cookie settings. These settings will typically be found in the 'options' or 'preferences' menu of your browser. In order to understand these settings, the following links may be helpful; otherwise you should use the 'Help' option in your browser for more details.

- Cookie settings in Internet Explorer support.microsoft.com/kb/196955
- Cookie settings in Firefox: https://support.mozilla.org/en-US/kb/Cookies
- Cookie settings in Chrome: https://support.google.com/chrome/bin/answer.py
- Cookie settings in Safari: https://docs.info.apple.com/article.html

For information on how to use the browser of your mobile phone to amend cookie settings, you will need to refer to your handset manual.

We 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.

To learn more about advertisers' use of cookies the following links may be helpful. Please note, however, that these links will take you to third party sites over which Rackspace has no control:

- www.aboutcookies.org, which contains comprehensive information on how to amend the settings of a wide variety of browsers. You will also find details on how to delete cookies from your computer as well as more general information about cookies.

- www.youronlinechoices.com/uk/ - If you are primarily concerned about third party cookies generated by advertisers, you can turn these off by going to the Internet Advertising Bureau's (IAB) consumer site.

- www.networkadvertising.org, which is the website for the trade body representing advertising platforms. This body provides a one-stop place that gathers all of the opt-out controls. Please bear in mind that there are many more networks listed on this site than those used by us at Rackspace.

**THIRD PARTY COOKIES SET ON RACKSPACE SITES**

Rackspace engages a number of suppliers to provide analytical services. In order to provide those services to Rackspace, our suppliers set and read analytical or performance cookies on Rackspace's behalf. If you would like more information about the cookies that are set on Rackspace Sites by these suppliers, as well as information on how to opt-out, please see their individual privacy policies, links to which are listed below.

<table>
<thead>
<tr>
<th>Cookie Name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adobe Analytics</td>
<td>Adobe Analytics provides anonymised statistical information to Rackspace.</td>
</tr>
<tr>
<td>Tool</td>
<td>Information</td>
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<td>------</td>
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<tr>
<td>Adobe</td>
<td>Adobe gathers anonymised data on behalf of Rackspace about visits to the Rackspace Sites. Adobe uses cookies, server log file data and code, all of which is embedded into Rackspace Sites. Rackspace uses information collected by such technologies to track volume of usage of the Rackspace Sites and to help improve the services it provides. Adobe Media and Affiliate tags are used to measure the effectiveness of Rackspace's online marketing campaigns. The data collected by these tags is anonymised data. For information on how to reject or delete this technology from your device, please visit <a href="http://www.adobe.com/privacy/opt-out.html">http://www.adobe.com/privacy/opt-out.html</a></td>
</tr>
<tr>
<td>Marketo</td>
<td>Marketo provides email marketing to Rackspace. The cookies placed on Rackspace Sites by the Marketo server are readable only by Marketo. These cookies cannot access, read or modify any other data on your computer. All web-browsers offer the option to refuse any cookie. If you refuse the Marketo cookies or delete them from your device, • Marketo will not gather any personal information about you, • you will need to re-enter certain information whenever you visit the Rackspace Site, and • you'll be prevented from customizing Rackspace's features according to your preferences. Marketo may link the information they store in cookies to any personally identifiable information you choose to submit to Rackspace while on the Rackspace Site. For information on how to reject or delete this cookie, please visit <a href="http://developers.marketo.com/blog/delete-marketo-tracking-cookie/">http://developers.marketo.com/blog/delete-marketo-tracking-cookie/</a></td>
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<tr>
<td>OMG</td>
<td>OMG is an affiliate marketing network. The OMG affiliate marketing sites show Rackspace advertisements on our behalf and they use cookies on our Rackspace Sites so that we can record how many signups and leads originated from affiliate marketing. For information on how to reject or delete these cookies, please visit <a href="http://www.omgpm.com/tracking-privacy-policy/">http://www.omgpm.com/tracking-privacy-policy/</a></td>
</tr>
<tr>
<td>VWO</td>
<td>VWO provides anonymised statistical information to Rackspace. VWO uses cookies, which are embedded on Rackspace Sites, to gather data on behalf of Rackspace about visits to Rackspace Sites. Rackspace uses this data to see how visitors are interacting with the Rackspace Sites and to help improve the services it provides. For information on how to reject or delete these cookies, please click: <a href="https://vwo.com/opt-out/">https://vwo.com/opt-out/</a>, <a href="http://rackspace.com?vwo_opt_out=1">http://rackspace.com?vwo_opt_out=1</a>, <a href="http://objectrocket.com?vwo_opt_out=1">http://objectrocket.com?vwo_opt_out=1</a></td>
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<tr>
<td>Service</td>
<td>Description</td>
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<tr>
<td>Twitter</td>
<td>Twitter provides Rackspace with the functionality to spread content via social media. Rackspace Sites feature the Twitter button to help you to share Rackspace web content. Whenever the Twitter button is clicked, Rackspace records anonymised statistics on the sharing of its web content via Twitter.</td>
</tr>
<tr>
<td>iCIMS</td>
<td>iCIMS provides a job applicant tracking system that enables Rackspace to find and recruit employees. iCIMS places a cookie on Rackspace Sites. This cookie is used to identify a potential job applicant’s interaction with our online recruiting application.</td>
</tr>
<tr>
<td>Atdmt</td>
<td>Atdmt.com supplies advertisement solutions to Rackspace. Through a cookie placed on Rackspace Sites, Atdmt records anonymised information about your interaction with Rackspace’s online advertisements. Rackspace uses this information to improve the relevancy of its advertisements based on your online behavior. For information on how to reject or delete this cookie, please visit <a href="http://www.atdmt.com/CookieActions.aspx">http://www.atdmt.com/CookieActions.aspx</a></td>
</tr>
<tr>
<td>Infinity Call Tracking</td>
<td>Infinity Call Tracking provides call tracking for Rackspace. Infinity Call Tracking uses cookies which are embedded on Rackspace Sites. This collects anonymised statistical information about calls made to the business, which helps Rackspace determine if calls originated from marketing activities.</td>
</tr>
<tr>
<td>Google</td>
<td>Google Analytics is an ad management and ad serving technology. Google Analytics places cookies on Rackspace Sites so that Rackspace can record how many signups and leads originated from its marketing activity. For information on how to reject or delete this cookie, please visit: <a href="https://tools.google.com/dlpage/gaoptout">https://tools.google.com/dlpage/gaoptout</a></td>
</tr>
<tr>
<td>Clicktools</td>
<td>Clicktools is the application service provider of online surveys for Rackspace. It collects anonymised statistical information that helps Rackspace to improve the services it provides to users.</td>
</tr>
</tbody>
</table>

**COOKIES SET BY THIRD PARTIES ON THIRD PARTY SITES**

To enhance your experience of Rackspace Sites, we sometimes embed photos and video content that originated from websites such as YouTube and Flickr. As a result, when you visit a page on a Rackspace Site that features content from, for example, YouTube or Flickr, you may be presented with cookies from these websites. Rackspace does not control the dissemination of these cookies. You should check the relevant third party’s website for more information about these cookies.
Rackspace Sharing Tools

We would like to draw your attention to the fact that the Rackspace Sites now carry embedded “share” and “like” buttons to enable visitors to Rackspace Sites to share content through a number of social media networks. These networks may set a cookie when you are logged in to their service. Rackspace does not control the dissemination of these cookies and you should check the relevant third party website for more information about these.

CONTACT US

If you have a question or complaint about this Cookie Notice or our information collection practices, please contact us 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 Hosting Group Companies” contact page at http://www.rackspace.com/information/legal/privacystatement/rackspacegroup.

PRIVACY LINKS

- Rackspace Privacy Statement
- Rackspace Job Candidate Privacy Notice
- Rackspace Privacy Shield Notice
- Rackspace Mobile Privacy Notice