

The purpose of our privacy policy is to demonstrate our firm commitment to the privacy and protection of all persons who visit Rackspace® websites, visitor information in compliance with Safe Harbor provisions. This statement sets forth our information gathering and dissemination practices for all of our websites including (but not limited to) [www.rackspace.com](http://www.rackspace.com); [www.rackspace.co.uk](http://www.rackspace.co.uk); [www.rackspace.org.uk](http://www.rackspace.org.uk); [www.rackspace.org](http://www.rackspace.org); [www.rackspace.nl](http://www.rackspace.nl); [www.rackspacemanagedhosting.se](http://www.rackspacemanagedhosting.se); [www.rackspace.dk](http://www.rackspace.dk), and [my.rackspace.com](http://my.rackspace.com). For purposes of this policy, the term “visitor” includes visitors to our sites who are not yet customers as well as those who do not become customers.

## What do we Collect and Where?

Our websites use several different forms that our visitors can use to request information about customers, products, and services. From these forms, we collect the following visitor information:

- Visitor’s contact information
- Unique identifiers
- Financial information
- IP addresses
- Live Chat Messages (EMEA offices only)
- Telephone Conversations (EMEA offices only)

## How Secure is the Information we Collect?

Rackspace is committed to industry best practices approaches concerning security measures to prevent the loss, misuse and alteration of the information in our possession. Visitor textual information is encrypted during transmission, our company databases are accessible only by persons who have entered into and are bound by a confidentiality and nondisclosure agreement with Rackspace.

## What do we use this Information for?

### Contact Information

We use visitor information to send information about our company to visitors and to get in touch with them when necessary. We also use the information we collect to improve the content of our Websites and as training aides for our employees. Visitors are given the choice at the point when we request their information. A visitor who wishes to opt out of receiving future marketing mailings is provided with the details of an ‘unsubscribe’ e-mail address (indicative of the website that visitor is using) for use to unsubscribe. Such e-mail addresses include (but are not limited to) [unsubscribe@rackspace.com](mailto:unsubscribe@rackspace.com); [unsubscribe@rackspace.co.uk](mailto:unsubscribe@rackspace.co.uk); [unsubscribe@rackspace.nl](mailto:unsubscribe@rackspace.nl); [unsubscribe@rackspace.dk](mailto:unsubscribe@rackspace.dk), and [unsubscribe@rackspacemanagedhosting.se](mailto:unsubscribe@rackspacemanagedhosting.se). For other ways to contact us please see our Contact Us page.

### Financial Information

We may ask visitors to enter credit card or account information through MyRackspace. Visitor financial information is encrypted for its protection prior to its transmission over the internet. We collect this information on a transaction-by-transaction basis and will not authorise the release of the information with anyone not directly involved in processing the transaction. This information may be encrypted and stored for logging purposes in accordance with applicable regulatory requirements.

## **IP Addresses**

We use the visitors' unique network addresses (IP Address) to help diagnose problems with our servers, and to administer our websites.

## **Live Chat Messages (EMEA offices only)**

We capture textual dialogue that visitors engage in on our website so that the data can be subsequently entered into the database that we use for prospect customers. This data provides background information regarding the nature of the prospects enquiry to our Sales Force, enabling our Sales Team to access their needs more easily when the lead is passed to the appropriate Sales section.

## **Telephone Conversations (EMEA offices only)**

We may record and/or monitor telephone conversations to ensure compliance with procedures, to resolve complaints and to improve our service standards. Conversations may also be monitored for quality control and staff training purposes.

## **We use Cookies to:**

- Help us recognise visitors as unique visitors (just a number) when they return to our websites.
- Allow us to tailor content or advertisements to match your preferred interest.
- Avoid showing visitors the same advertisements repeatedly.
- Compile anonymous, aggregated statistics that allow us to understand how users use our site and to help us improve the structure of our Web site. We cannot identify visitors personally in this way.
- Count the number of anonymous users of our sites.

We gather this informational for internal use only and will not authorise the release of this information to anyone outside Rackspace.

Linked sites: Our site contains links to external web sites. We are not responsible for the privacy practices or the content of these web sites.

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