RACKSPACE TECHNOLOGY GLOBAL COOKIE NOTICE

Last Updated: February 23, 2026

Rackspace Technology Global, Inc. and its worldwide affiliates ("**Rackspace Technology**") is committed to upholding privacy principles and practices that are fair, transparent and in compliance with applicable laws. 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 Technology; and Rackspace Technology-branded pages on third party platforms (together "**Sites**"). This cookie notice describes how and where Rackspace Technology and its partners use cookies or similar technologies to: analyze trends; administer the Sites; track users' digital properties and movements around the Sites; and gather information about the Rackspace Technology user base as a whole.

What is a Cookie?

A "cookie" is a small text file that a website saves on your computer or mobile device when you visit a website. Cookies are widely used by website owners in order to make their websites work, or to work more efficiently, as well as to provide reporting information.

Cookies set by Rackspace Technology are called "first party cookies". Cookies set by parties other than Rackspace Technology are called "third party cookies". Third party cookies frequently enable certain third party features or functionality to be provided on or through websites or services such as advertising, analytics, and interactive content.

When Rackspace Technology uses cookies, web beacons and similar technologies

Cookies: Rackspace Technology uses 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:

- **Required**. These cookies, also known as "Strictly Necessary" or "Essential", help you to move around the Sites. For example, if you are required to sign into a Rackspace Technology Site, the cookies identify you as being signed in and remember you so that you do not have to sign back in every time you move between the Sites.

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

- **Advertising**. These cookies are used to make advertising messages more relevant to you. They perform functions like preventing the same ad from continuously appearing, ensuring that ads are properly displayed for advertisers and in some cases selecting advertisements that are based on your interests.

- **Analytical**. These cookies help Rackspace Technology identify the number of unique visitors to the Sites, whether or not those visitors are repeat visitors, and the source of Site traffic. For example, if there are 1,000 visits to a Site on a certain day, Rackspace Technology can use cookies to discover

how many of those visits were made via the same browser (same visitor). Rackspace Technology may also use the cookie to discover whether you have visited Rackspace Technology Sites more than once, and the source for each visit. Cookies help Rackspace Technology to compile anonymous, aggregated statistics so that Rackspace Technology can: better understand how people use the Sites; improve the structure of the Sites; and count the number of anonymous users of the 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 Sites.

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

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

Server logs. If you arrive at a Site by clicking on an advertisement that Rackspace Technology has paid for (including a paid search engine result), or a link in an email sent from or on behalf of Rackspace Technology, then Rackspace Technology will capture information that tracks your visit from that link (e.g., referring URL, browser information). If you arrive at a Site by clicking a source not paid for by Rackspace Technology, such as link in a non-paid search engine result or an unsponsored link on a third party's website, Rackspace Technology may capture information that tracks your visit from that source, to the extent Rackspace Technology is able to do so. Rackspace Technology may also capture information about your computer system, such as your browser type and operating system. Rackspace Technology may also gather certain information automatically, such as Internet protocol (IP) addresses, Internet service provider (ISP), the files viewed on a Rackspace Technology 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.

Rackspace Technology Sharing Tools. Rackspace Technology would like to draw your attention to the fact that the Rackspace Technology Sites carry embedded "share" and "like" buttons to enable visitors to Rackspace Technology 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 Technology does not control the dissemination of these cookies and you should check the relevant third party website for more information about these cookies.

Cookies set by third parties on third party sites

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

How to control and delete cookies

You have the right to decide whether to accept or reject cookies (apart from those that are required or essential). You can exercise your preferences in relation to cookies served on our Sites by using the Rackspace Technology cookie consent tool.

You can also use 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 Sites. Turning cookies off, for instance, will prevent you from registering for, signing in to, and using many of the services on those Sites.

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; or
- delete the cookies stored on your hard drive.

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. You may also use the 'help' option in your browser for more details. If you are visiting this site using a mobile device such as a smartphone or tablet, please refer to the manufacturer's instructions on how to manage cookies.

In addition, most advertising networks offer you a way to opt out of targeted advertising. If you would like to find out more information, please visit http://www.aboutads.info/choices/ or http://youronlinechoices.com. Please note that you may continue to receive generic ads.

To fully ensure that no cookies or other technologies are used when you visit the Sites, you also have the option to refrain from using Sites.

Review and Maintenance:

This cookie notice may be amended at any time. Changes to this cookie notice become effective when Rackspace Technology notifies of any material changes, and/or posts the revised notice on its website. Rackspace Technology encourages you to review this notice regularly to be informed of how Rackspace Technology is collecting and protecting Personal Information. If Rackspace Technology makes material changes to this notice, Rackspace Technology will take suitable measures to notify you in a manner that is consistent with the significance of the changes made, and as required by applicable law.

Contact Rackspace Technology About Cookies:

If you have questions, concerns, inquiries or complaints about this cookie notice or Rackspace Technology privacy practices, please contact Rackspace Technology at privacy@rackspace.com. Although electronic notice is preferred, you may also write to Rackspace Technology at: Chief Privacy Officer, Rackspace Technology, 19122 US 281, Suite 127, San Antonio, TX 78258, United States.

Rackspace group entities outside: (i) the EEA who are required to have a local representative in the EU have authorized Rackspace Germany GmbH as a local representative; (ii) the UK who are required to have a local representative in the UK have authorized Rackspace Limited as a local representative; and (iii) Switzerland who are required to have a local representative in Switzerland have authorized Rackspace International GmbH as a local representative.

Company's privacy practices, described in this notice, 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. http://cbprs.org/.

To learn more about our Certification or to view our certification please click here.

Related Documents:

This cookie notice is supplemental to the Rackspace Technology Global Privacy Notice.