

# Cookie Statement

This Cookie Statement describes the different types of cookies, web beacons, and similar technologies that may be applied on the Seagate websites, which include but are not limited to Seagate.com, and LaCie.com and their sub-domains that link to this Cookie Statement (the “Sites”).

## What is a Cookie?

Cookies are small text files that a website transfers to your hard drive to store and sometimes collect information about your usage of websites, such as time spent on the Sites, pages visited, language preferences, and other traffic data. We use the information for security purposes, to facilitate navigation, to display information more effectively, to personalize your experience while using the Sites and to recognize your computer in order to assist your use of the Sites. We also gather statistical information about use of the Sites in order to improve their design and functionality, understand how they are used and assist us with resolving questions regarding them.

Web beacons are small graphic images (also known as "pixel tags" or "clear GIFs") that may be included on our sites, services, applications, messaging, and tools, that typically work in conjunction with cookies to identify our users and user behavior. Web beacons tell our advertising service providers the Internet address of the Site pages viewed by

users, browsing patterns within the Site, and responses to advertisements and promotions on the Site.

# What Cookies Do We Use?

There are two kinds of cookies, session and persistent cookies. Session cookies are stored in temporary memory and are erased once you close your web browser.

Persistent cookies are stored on your hard drive until their expiration date. Below we list the different types of cookies that may be used on the Sites. To the extent any Personal Information is collected through cookies, the Privacy Statement applies

<http://www.seagate.com/legal-privacy/> and supplements this Cookie Statement. Our [cookie table](#) lists some of the third-party cookies on our sites.

## Strictly Necessary Cookies

These cookies are necessary for the website to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in or filling in forms. You can set your browser to block or alert you about these cookies, but some parts of the site will not then work. These cookies do not store any personally identifiable information.

## Social Media Cookies

These cookies are set by a range of social media services that we have added to the site to enable you to share our content with your friends and networks. They are capable of tracking your browser across other sites and building up a profile of your interests. This may impact the content and messages you see on other websites you

visit. If you do not allow these cookies you may not be able to use or see these sharing tools.

If you opt-in to the use of Social Media Cookies, we and our partners will use cookies as instructed by you for these purposes, including sharing or making your browsing information available to social media services at your direction, in accordance with [Seagate's Privacy Statement](#). If you choose to opt-out of the use of Social Media Cookies, we will not use cookies for such purposes.

## Targeting Cookies

These cookies may be set through our site by our advertising partners. They may be used by those companies to build a profile of your interests and show you relevant adverts on other sites. They do not store directly personal information but are based on uniquely identifying your browser and internet device. If you do not allow these cookies, you will experience less targeted advertising.

If you opt-in to the use of Targeting Cookies, we and our partners will use cookies for these purposes as instructed by you, including by sharing or making your browsing information available to advertisers at your direction in accordance with [Seagate's Privacy Statement](#). If you opt-out to the use of Targeting Cookies, we will not use cookies for such purposes.

## Performance Cookies

These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our site. They help us to know which pages are the most and least popular and see how visitors move around the site. All information these cookies collect is aggregated and therefore anonymous. If you do not allow these cookies we will not know when you have visited our site, and will not be able to monitor its performance.

If you opt-in to the use of Performance Cookies, we and our partners will use cookies for these purposes as instructed by you, including by sharing or making your browsing

information available to third parties at your direction, in accordance with [Seagate's Privacy Statement](#). If you opt-out of the use of Performance Cookies, we will not use cookies for such purposes.

## Analytics Cookies

Analytics cookies collect information about your use of the Sites and enable us to improve the way they work. For example, analytics cookies show us which are the most frequently visited pages on the Sites, help us record any difficulties you have with the Sites, and show us whether our promotional campaigns are effective. This allows us to see the overall patterns of usage on the Sites, rather than the usage of a single person. We use the information to analyze traffic on the Sites, but we do not examine this information for individually identifying information.

Some of the analytics cookies we use include:

- **Adobe Analytics.**
  - We use Adobe Analytics, which uses cookies and similar technologies to collect and analyze information about the use of the services and report on activities and trends. If you are a registered user of our Sites and/or Offerings, we may use this information, in combination with other information that you provide, to improve the services and other offerings of the program or website. This service may also collect information regarding the use of other websites, apps and online resources. You can learn about Adobe's practices [here](#).
- **Google Analytics.**
  - For more information about how Google uses your personal information (including for its own purposes, e.g., for profiling or linking it to other data), please visit [Google Analytics' Privacy Policy](#). To learn more about how to opt-out of Google Analytics' use of your information please click [here](#).
- **LinkedIn Analytics.**
  - For more information about how LinkedIn uses your personal information, please visit [LinkedIn Analytics' Privacy Policy](#). To learn more about how to opt-out of LinkedIn's use of your information, please click [here](#).

- **DoubleClick Analytics**
  - For more information about how DoubleClick uses your personal information, please visit [DoubleClick \(Google's\) Privacy Policy](#). To learn more about how to opt-out of DoubleClick's use of your information, please click [here](#).
- **Facebook Connect.**
  - For more information about Facebook's use of your personal information, please visit [Facebook's Data Policy](#). To learn more about how to opt-out of Facebook's use of your information, please click [here](#) while logged in to your Facebook account.

## How do I Manage Cookies?

You can control the way in which cookies are used by altering your browser settings. You may refuse to accept cookies by activating the setting on your browser that allows you to reject cookies. Information about the procedure to follow in order to enable or disable cookies can be found on your Internet browser provider's website via your help screen. For many cookies, you may disable our placement of cookies on your device in the Settings menu. Seagate will respect requests provided through Global Privacy Control settings deployed by you.

However, if you select such a setting, this may affect the functioning of our Sites. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you access or log on to our Sites. To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit [www.aboutcookies.org](http://www.aboutcookies.org), [www.allaboutcookies.org](http://www.allaboutcookies.org), or [www.youronlinechoices.eu](http://www.youronlinechoices.eu).

If you want to clear cookies left behind by the Sites you have visited, here are links where you can download three programs that remove tracking cookies:

[http://www.lavasoftusa.com/products/ad-aware\\_se\\_personal.php](http://www.lavasoftusa.com/products/ad-aware_se_personal.php),  
<http://www.spybot.info/en/download/index.html>, and  
<http://www.webroot.com/consumer/products/spysweeper/>.

# Changes to Our Cookie

## Statement

We may change this Cookie Statement from time to time. Please take a look at the “*Last Updated*” legend at the top of this page to see when this Cookie Statement was last revised. We will notify you of changes to this Cookie Statement by posting the revised Cookie Statement on our Sites. Any changes in this Cookie Statement will become effective when we make the revised Cookie Statement available on or through the Sites. Your use of the Sites following these changes means that you accept the revised Cookie Statement.

# Contact Us

If you have any questions or comments regarding this Cookie Statement, please contact us by email at [data.protection.officer@seagate.com](mailto:data.protection.officer@seagate.com) or write to us at:

Seagate Technology LLC  
Attn: Legal Department – Privacy Group  
47488 Kato Road  
Fremont, CA 94538  
USA

We will also keep prior versions of this Cookie Statement in an archive for your review here:

- [Seagate Cookie Statement](#) - 04/16/2020 (PDF)

- [Seagate Cookie Statement](#) - 06/30/2017 (PDF)

**Last Updated:** October, 2024