

Last updated: May 5, 2017

Privacy Statement

Seagate Technology LLC or an affiliate controlled by, under common control with, or controlling Seagate Technology LLC, including but not limited to affiliates operating under the LaCie name or brand (collectively, "Seagate", "we", "us", "our") respect your right to privacy. We have adopted this statement ("Statement") to explain how we collect, access, use, share, and safeguard information that we collect through the Seagate websites, which include but are not limited to Seagate.com, and LaCie.com and their sub-domains, (each a "Site") Offerings and the Seagate services, products, and software available through the Sites (collectively Privacy Statement, the "Offerings"). Remember that your use of our Sites and Offerings is at all times subject to the applicable Terms and Conditions, which incorporate this Privacy Statement. Please read this Privacy Statement carefully, because by using the Site and/or our Offerings, you are acknowledging that you understand and agree to the terms of this Statement.

Information We Collect

When you visit this Site and/or use our Offerings, we may collect certain types of information from you, including (a) personal information that identifies an individual or can be used to identify an individual, and other information that you provide via forms, surveys, applications and through the use of various Offerings or participation in various programs or services and (b) information collected automatically through your use of our Sites or Offerings.

Information You Provide

In certain circumstances, you may be asked to provide some specific information about yourself in order to use certain features on this Site and/or the Offerings or to take advantage of certain opportunities that we may offer through this Site and/or the Offerings. For example, we may collect personal contact information (such as your name, email address, and telephone number), billing, and credit information when you register, ask us a question, sign up for, or purchase our Offerings.

We may also collect personally identifiable information in connection with the return of products, warranty and product/ consumer registration, when you call, participate in community discussions, chat or e-mail our customer service representatives, enter information on our Site, submit survey responses, participate in promotions, sweepstakes or contests or for the purposes of receiving information about our Offerings and promotions.

Social Media Features

We may allow you to share information with third party social media sites, or use social media sites or other sites to create or connect to your account. Those social media sites may give us access to certain personal information stored by them (e.g., content viewed and information

about the advertisements within the content you have been shown or may have clicked on, etc.) from your interaction with the online services. Remember that you control the personal information you allow us to have access to through the privacy settings on that third party site and the permissions you give us when you grant us access.

Information Collected Automatically

We and our authorized third party service providers collect certain information, some of which may be associated with personal information, whenever you use our Offerings or Site. For example, when your computer web browser or other communication device (including phone, PDA, etc.) accesses our Site, we automatically receive certain information, such as your device ID or unique identifier, device type, unique device token, referring domains, language, IP address, browser type, date and time, and the web page you visited before visiting our Site. This statistical data provides us with information about the use of this Site, such as how many visitors visit a specific page on this Site, how long they stay on that page, and which hyperlinks, if any, they "click" on. We collect this information using technologies such as "cookies", "web beacons" and "IP addresses", which are discussed in greater detail below. We collect information in order to determine which areas of this Site are most popular and to enhance this Site for visitors.

From time to time we may also collect general, statistical information about information and data stored and shared through the "Network Attached Storage" features of our Offerings and the Offerings we provide to support "Network Attached Storage" features ("Web Service"). We also may collect aggregate metadata concerning your files. We will use this aggregate data to provide you with our Offerings, improve our Offerings and improve our general marketing efforts related to the Offerings. We may group this information into aggregate data in order to describe the use of this Site and/or our Offerings to our existing and/or potential business partners, sponsors, advertisers or other third parties, or in response to a government request. However, please be assured that this aggregate data will in no way personally identify you or any other individuals.

IP Addresses

An IP address is a unique number assigned to your computer when it accesses the Internet or another computer network. Web servers and network devices automatically identify your computer by its IP address. We collect IP addresses for purposes of system administration, to report aggregate information to our advertisers, and to track the use of this Site. When visitors request pages from this Site, our servers log the visitors' IP addresses.

Cookies

Cookies are pieces of information that a website transfers to a device accessing the Internet. We may use both session ID cookies and persistent cookies on our Site or the pages we use to deliver our Offerings to you. A session ID cookie expires when you close your browser. A persistent cookie remains on your device for an extended period of time. You can remove persistent cookies by following directions provided in your Internet browser's "help" file. You can learn more about cookies at allaboutcookies.org.

On our Site, we use session cookies to make it easier for you to navigate the Site by saving your preferences and to improve and track the overall Site experience. For our Site, we set a persistent cookie to determine your language and country so we can provide you with relevant content. If you “opt-out” of or reject cookies, you may still use our Site, but your ability to use some areas of our Site may be limited. Please see the Section "Advertising" to learn more about cookies placed on this Site and third party websites.

For many cookies, you may disable our placement of cookies on your device in the Settings menu.

Web Beacons

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.

Cloud-based or Back-up Data

If you use a Seagate cloud-based or back-up service Offering, the information from your device and/or account that you choose to backup such as your contacts, email addresses, calendar, memo, tasks, display pictures, status messages, media files and other on-device information may be sent to Seagate or Seagate service providers. Seagate or Seagate service providers may store this information for you and may use this information in order to facilitate or improve the use, remote access and restoration of that data on your device through the Offerings provided.

Use of Information

Any information you submit on this Site and/or through our Offerings will be used for a variety of business purposes, including for example, to complete transactions and bill for Offerings; provide you with our Offerings; verify your identity; respond to your requests for service or assistance; anticipate and resolve actual and potential problems with our Offerings; create and improve Offerings; contact you, either via email, telephone or otherwise as authorized by you to answer questions, resolve disputes and troubleshoot problems with your account or our Offerings; suggest additional or different Offerings; make internal business decisions about current and future offers; provide personalized service and user experiences; protect our rights and property; comply with applicable law; prevent, detect, and investigate fraud, security breaches, potentially prohibited or illegal activities and as otherwise disclosed at the point where such information is collected or in any additional terms and conditions applicable to the particular feature of this Site and/or the Offerings.

Information Sharing

We may share your personal information with our subsidiaries and affiliates, for the purposes described in this Privacy Statement. We also may share your personally identifiable information as otherwise described below.

Sharing with Service Providers

We may share your personally identifiable information with service providers that perform functions on our behalf, such as companies or individuals that analyze data, provide customer service or other Offerings, administer our promotions or provide marketing or promotional assistance (but such information will be shared only to the extent they need such information to perform their functions). Service providers may use these technologies to help us deliver our own content and advertising, and compile aggregated site metrics and analytics. We do not permit any of these service provider to collect any of your personal information on our Sites or in our Offerings for their own purposes.

In some cases, we may provide the original shipped-to customer information for warranty inquiries by third parties, in order to provide service support to customers.

Advertising Networks

We may use third parties, such as advertising networks and exchanges, to allow us to serve you advertisements. These third-party ad networks and exchange providers may use third-party cookies, web beacons, or similar technologies to collect information. They may also collect your device identifier, IP address, or identifier for advertising (IDFA). The information that these third parties collect may be used to assist us in providing you with more relevant advertising that we serve on our Sites or elsewhere on the web.

For more information on third-party advertising-related cookies and how to opt-out of them, please visit one of the following third party websites:

[Your Online Choices?](#)

[The Self-Regulatory Program for Online Behavioral Advertising \(available in English only\)](#)

[Network Advertising Initiative Consumer Opt-Out \(available in English only\)](#)

Protection of Company and Others

We reserve the right to disclose any personally identifiable or non-personally identifiable information if we are required to do so by law or if we reasonably believe that such action is necessary or appropriate in order to: (a) fulfill a government request, which may include requests from governmental authorities outside your country of residence; (b) conform with the requirements of the law or to comply with legal process served on us; (c) to protect or defend our legal rights or property, the Sites or our Offerings, or its users; or (d) in an emergency to protect the health and safety of users of the Sites or Offerings or the general public.

Business Transfers

As we continue to develop our business, or in the event of any reorganization, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of our business, assets or stock (including in connection with any bankruptcy or similar proceedings), we may sell or purchase assets. If another entity acquires us or all or substantially all of our assets, or assets related to this Site and/or the Offerings, personal information, and any other information that we have collected about the users of this Site and/or our Offerings will be transferred to such entity as one of the transferred assets. Also, if any bankruptcy or reorganization proceeding is brought by or against us, all such information may be considered an asset of ours and as such may be sold or transferred to third parties.

Frames and Third Party Sites

This Site may direct you to other websites that we do not control or maintain. Although these sites may preserve the look and feel of our Site, these sites are operated by third parties and subject to their own privacy policies. We encourage you to note when you leave this Site and to read the privacy statements of such other websites before submitting any personally identifiable information. For example, the Seagate online store, which is usually represented with a shopping cart symbol, may be administered separately, by a third party e-commerce service provider who may collect payment or credit card information. The online store privacy statement will be accessible as a link located on the online store, which may differ from this privacy statement. Please read the privacy statement carefully because it will apply to your transaction.

Please note that the Seagate online store may be administered by a third party E-commerce service provider who may collect payment or credit card information and the online store privacy statement may differ from this Privacy Statement but the relevant privacy statement will be posted as a link on the online store.

Additionally, if you access a third party branded service through an API or otherwise, you are solely responsible for understanding, agreeing to and complying with the third party service terms and conditions of use and privacy statement. Seagate is not responsible for the privacy policies or security of third party websites and/or services.

Choice and Access

You may always direct us not to use your personally identifiable information to send you newsletters, promotional e-mails or other marketing communications. Follow the removal instructions in the communication that you receive, change your account settings, or contact us directly for assistance or with other concerns by sending us an e-mail at data.protection.officer@seagate.com. You may also manage your email preferences using our customer preferences center at <http://e.seagate.com/customer-preference-center>.

We ask individual users to identify themselves and the information requested to be accessed, corrected or removed before processing such requests, and we may decline to process requests that are unreasonably repetitive or systematic, require disproportionate technical effort,

jeopardize the privacy of others, or would be extremely impractical, or for which access is not otherwise required.

Opt-out requests require processing and may not occur immediately when we receive it. If the information you provide doesn't match the information in our system, you may still receive promotional information from us. Remember, if you opt out, we won't be able to let you know about special offers on products and services that might benefit you.

In addition to your normal access to your web account information, we make good faith efforts to provide you with access to your personally identifiable information and either to correct this data if it is inaccurate or to delete such data at your request if it is not otherwise required to be retained by law or for legitimate business purposes. We ask individual users to identify themselves and the information requested to be accessed, corrected or removed before processing such requests, and we may decline to process requests that are unreasonably repetitive or systematic, require disproportionate technical effort, jeopardize the privacy of others, or would be extremely impractical, or for which access is not otherwise required.

Google Analytics

Our Sites use Google Analytics. Learn more about how Google uses data at <https://www.google.com/policies/privacy/partners/>. We use Google Analytics, which uses cookies and similar technologies to collect and analyze information about use of the Services and report on activities and trends. This service may also collect information regarding the use of other websites, apps and online resources. You can learn about Google's practices by going to www.google.com/policies/privacy/partners/, and opt out of them by downloading the Google Analytics opt-out browser add-on, available at <https://tools.google.com/dlpage/gaoptout>. If you are a registered user of our Site 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.

Advertising

Seagate advertises on pages within the Site as well as on other websites not affiliated with Seagate. We contract with advertising service providers who serve advertising to you through the use of technologies, such as cookies and web beacons.

Targeted Marketing and Do Not Track

We also use advertising service providers to help us determine which of our advertisements are most likely to be of interest to you while you are on the Site. These advertising service providers may use behavioral information, such as how you navigate the Site, to provide relevant advertisements to you while you are on the Site. We do not grant these advertising service providers access to personally identifiable information, such as your name, address, email address, account number or telephone number.

Through cookies we place on your browser or device, we may collect information about your online activity after you leave our Offerings. Just like any other usage information we collect, this information allows us to improve the Offerings and customize your online experience, and otherwise as described in this Privacy Statement. Our Offerings do not support “Do Not Track” requests at this time.

Advertising on Other Websites

Seagate contracts with advertising companies to advertise our Offerings on websites not affiliated with Seagate. If you click on one of our ads, you link to the third party website that offers the advertised account or Offerings. These ads may contain cookies that allow tracking of your response to our advertisements.

Please visit the Network Advertising Initiative site: <http://www.networkadvertising.org> if you would like to opt-out of ad targeting from participating companies. In order for the opt-outs to work on your computer, your browser must be set to accept cookies. If you delete cookies, buy a new computer, access the Site from a different computer, login under a different screen name, or change web browsers, you will need to opt out again. If your browser has scripting disabled, you do not need to opt out, as behavioral marketing technology does not work when scripting is disabled. Please check your browser's security settings to validate whether scripting is active or disabled. You may also adjust your browser settings to not accept cookies, but doing so may cause you to experience some inconvenience in your use of the Site.

Children Under 13

This Site and our Offerings are not directed to children under 13. We do not knowingly collect personally identifiable information from anyone under 13 years of age. If we become aware that we have unknowingly collected personally identifiable information from a child under the age of 13, we will make reasonable efforts to delete such information from our records.

Keeping Your Information Secure

We have reasonable security measures in place to protect against the loss, misuse and alteration of the information under our control. Please be advised, however, that while we strive to protect your personally identifiable information, we cannot guarantee or warrant the security of any information you disclose or transmit to us online and cannot be responsible for the theft, destruction, or inadvertent disclosure of your personally identifiable information.

If you have registered on this Site, for our Offerings or are a member of the Seagate Partner Program, access to your account will be protected by your password. We recommend that you do not disclose your password to any other person. You are solely responsible for maintaining the confidentiality of your password and account, and are fully responsible for all activities that occur under your password or account.

Additional Information Regarding Network Attached Storage

This section applies if you use the “Network Attached Storage” feature on our Offering.

Our "Network Attached Storage" feature enables you to share files from your Seagate storage device over the Internet with people you authorize. Authorized users are granted access only to those files you specifically designate. Although the "Network Attached Storage" feature is designed to allow you to designate who can access your files, Seagate cannot guarantee or warrant that others will not be able to access your files.

You connect with our servers during sign-in. After you have successfully signed in, you can view and download files that you have enabled for web access or that have been shared with you by others.

We give you the option of creating password-protected folders and files on your storage device. Except as stated below, your files are stored only on your storage device, not on our servers. However, keep in mind that any files or pictures you share using the storage device can be saved and forwarded by the people with whom you share them.

We may store the file directory of your storage device on our servers. You use this directory to navigate and select the files you want to view or download when you are away from your storage device. When you download a file from the Web Service, you are pulling the file directly from your storage device, not from our servers. We may also store some directory names (but not file names) in our secure data center in order to provide persistent share information and descriptions to your recipients. The storage device service automatically times out signed-in users after a period of inactivity.

If we suspect that your account has been compromised or is being used suspiciously, we may deactivate the account. Notify us immediately by sending an e-mail to webmaster@seagate.com if you think your account has been compromised.

All data transmissions between your storage device and your authorized web users are protected by 128-bit SSL encryption. Our service hardware is housed in a access-controlled data center where each access is logged. Only authorized employees with a need for access are granted access.

International Processing and Transfer of Data

Given that we are an international business, our use of your information necessarily involves the transmission and processing of data on an international basis (including in and to the United States and countries other than the country where the data was collected from you, which may not have data protection laws as stringent as those that exist in your country of residence). By using this Site and/or the Offerings, or providing personally identifiable information to Seagate you consent to the collection, processing, maintenance and transfer of such information in and to

the United States and other applicable territories outside of the country where the data was collected from you. All the personally identifiable information or other information you provide may be transferred or accessed by entities around the world as described in this Privacy Statement.

Contact Us

You may also contact us data.protection.officer@seagate.com or by mail at:

Seagate Technology LLC
Attn: Legal Department – Privacy Group
10200 South De Anza Boulevard
Cupertino, California 95014

If you have questions related to Customer Support, visit <http://support2.seagate.com/> for Seagate products and <http://support2.lacie.com/> for LaCie products.

Changes to this Privacy Statement

Seagate may update this Privacy Statement from time to time. If so, Seagate will post its updated Privacy Statement on our Site along with a change notice on the Site. Seagate may also send registered users of our Offerings a notice that this Privacy Statement has been changed. Seagate encourages you to review this Privacy Statement regularly for any changes. Your continued use of this Site and/or our Offerings and/or your continued provision of personally identifiable information to us after the posting of such notice will be subject to the terms of the then-current Privacy Statement.

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

- [Seagate Privacy Statement](#) - 05/05/2017 (PDF)
- [Seagate Privacy Statement](#) - 08/03/2015 (PDF)
- [Seagate Privacy Statement](#) - 05/07/2015 (PDF)
- [Seagate Privacy Statement](#) - 04/10/2012 (PDF)
- [Seagate Privacy Statement](#) - 03/29/2007 (PDF)