Australia Privacy Statement

Rackspace respects your privacy and is committed to maintaining the privacy and confidentiality of personal data we collect. The purpose of our Privacy Policy is to demonstrate our firm commitment to the privacy and protection of all persons who provide personal data to Rackspace. This Privacy Policy describes the ways we collect information from and about you, and what we do with the information, so that you may decide whether or not to provide personal information to us.

By visiting Rackspace websites or by otherwise providing your personal information to Rackspace via any other means, you accept and consent to the practices described in this Privacy Policy.

For purposes of this policy, the term “visitor” includes visitors to our website who are not yet customers, those who become customers, as well as those who do not become customers; whether you upload information to our website, download it, or are merely visiting our website. You can choose not to provide certain information when using our website but then you might not be able to take advantage of many of its features.

WHAT IS PERSONAL INFORMATION?

Personal information is information or an opinion (including information or an opinion forming part of a database), whether true or not, and whether recorded in a material form or not, about an individual whose identity is apparent, or can reasonably be ascertained, from the information or opinion.

WHAT DO WE COLLECT AND WHERE?

The personal information we collect may include: your name, contact information, financial information and payment card details, IP addresses, Live Chat Messages, Telephone conversations, product and service selections and orders or other things that identify you individually.

Generally, we may collect personal information in the following manners:

- you may provide your personal information to us via chat, email or other written correspondence, telephone calls, web based forms, or other means;
- we use automated technical means to collect personal information about our website visitors for example by use of cookies; and
- via third party providers (if it is not reasonable or practicable to collect it from you directly).
Web Visit

You may visit our Website in any of the following ways:

- By using your browser to navigate to www.rackspace.com.au, and www.my.rackspace.com;
- By viewing an advertisement displayed on a third party website that is served content by our or third party web server;
- By viewing an email that is served content by our web server;

When you visit our website, our server logs your IP address (unique network addresses), the time and duration of your visit, and the time and duration of the pages on our website you view. If you arrive at our website by clicking a paid advertisement (including a paid search engine result) or a link in an email, then we will capture information that tracks your visit from that link. If you arrive at our website by clicking a non-paid source, such as link in a non-paid search engine result or an unsponsored link on another 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 will likely place a cookie on your hard drive during the web visit. A cookie is a unique alphanumeric identifier that we use to help us identify the number of unique visitors to our website, whether or not those visitors are repeat visitors, and the source of the visits. Cookies cannot be executed as code or used to deliver a virus. Other servers cannot read them and personal information cannot be gathered from them. They are simply an identifier shared between you and us to allow us to improve the services we offer to you through our Website.

A web beacon, also known as a web bug, is a small graphic (usually 1 pixel 1 pixel), that is embedded in a web advertisement, email, or page on our web site, but is invisible to you. When you view a page on our web site, an email or an advertisement your web browser will request the web beacon from a web server, which in turn will set a cookie in your web browser containing a unique identifier. This unique identifier will be linked to log information that is used to track your movements on our web site in order to determine the effectiveness of content and advertising campaigns.

A web beacon collects your IP address as part of your web visit. Your IP address may be tied to other information we collect from you via chat, web forms, and the other means described in this Privacy Policy.

Our advertising agencies may also use web beacons and cookies to track your activity on our website originating from the advertisement. However, we will not provide your personal information to our advertising agencies. Our advertising agencies maintain their own privacy policies, and you should also review those.
Links to non-Rackspace Websites

We may provide links to third-party Websites for your convenience and information. The privacy practices of those sites may differ from Rackspace practices and are not controlled by Rackspace and covered by this Privacy Statement. We do not make any representations about third-party Websites. We encourage you to review their Privacy Policies before submitting your personal data.

Sensitive Information

We will not intentionally collect or maintain, and do not want you to provide:

a. information or an opinion about your or another individual's:
   i. racial or ethnic origin; or
   
   ii. political opinions; or
   
   iii. membership of a political association; or
   
   iv. religious beliefs or affiliations; or
   
   v. philosophical beliefs; or
   
   vi. membership of a professional or trade association; or
   
   vii. membership of a trade union; or
   
   viii. sexual preferences or practices; or
   
   ix. criminal record;
   
   that is also personal information; or
   
   b. health information about you or another individual; or
   
   c. genetic information about you or another individual that is not otherwise health information.
When we become aware that we have such information, we will destroy the record of it.

**WHAT DO WE USE THIS INFORMATION FOR?**

**Personal Information**

We may use the personal information we collect to process service requests, handle orders, deliver products and services, process payments, communicate with you about orders, provide access to secure areas of the website, recommend merchandise and services that might be of interest to you, to personalise your visit to our website, and to enable us to review, develop and continually improve the products services and offers we provide online. We also use this information to prevent or detect fraud or abuses of our website and to enable third parties to carry out technical, logistical or other functions on our behalf.

**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.

**Financial Information and payment card details**

We may ask visitors to enter credit card or account information in order to process orders for services placed with Rackspace. Financial information provided via our website or via the MyRackspace portal is transmitted over a secure connection. 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.

Credit card numbers are used only for processing payments and are not used for any other purposes. When we use third party service providers for credit card processing services we will enter into a written agreement with such third party ensuring appropriate security and confidentiality measures are in place in safeguarding your personal data.

**We use web visit information** to measure interest in and develop our web pages and marketing plans, customize the content you view on your web visits based on your activity on past visits, and administer our website.

- **We use the visitors’ IP address** to help diagnose problems with our servers, and to administer our websites.
- **We use cookies** to help us recognise visitors as unique visitors (just a number) when they return to our websites. For example, if there are 1,000 visits to our website 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 a certain visitor has visited our site more than once, and the
source for each visit. We also use cookies to: 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
Website (we cannot identify visitors personally in this way); count the number of
anonymous users of our sites.

- **We use web beacons** to count the number of times that our advertisements and
web-based email content are viewed and to track your activity on our Websites. We
may also combine web beacon information with cookies to track activity on our
website originating from advertisements and web-based email content.

*We use information you provide to us via telephone calls, chat, email, web
forms and other communications* to correspond with you about services you may
be interested in purchasing. If you elect to purchase a service online using a web
form, we will use the information to establish your account. Information you submit in
writing, such as chat, email, and web form information is archived and may be tied to
information that we collect about your web visits. Your telephone call may be
recorded for training purposes and we may enter information you provide via
telephone into our systems to use for the purposes described in this paragraph.

**DISCLOSURE OF PERSONAL INFORMATION**

Personal information we gather is for internal use only and will not authorise the
release of this information to anyone outside Rackspace (save for third party service
providers to Rackspace who perform functions on our behalf but in such event
personal information will only be shared to the extent reasonably necessary to
perform their functions and they will not be authorized to use it for any other
function), unless you have consented to such disclosure.

Should you breach our terms and conditions or website terms, or if we are under a
duty to disclose or share your personal data in order to comply with any legal
obligation, we may disclose your information to a relevant authority. This may include
exchanging information with other companies and organisations for the purposes of
fraud protection and credit risk reduction. In particular, we may release the
information we collect to third parties when we believe it is appropriate to comply
with the law, to enforce our legal rights, to protect the rights and safety of others, or
to assist with industry efforts to control fraud, spam or other undesirable conduct.

We may release the information we collect to third parties, where the information is
provided to enable such third party to provide services to us, provided that the third
party has agreed to use at least the same level of privacy protections described in
this Privacy Policy, and is permitted to use the information only for the purpose of
providing services to us.

If we wish to give your contact or personal information to a third party under any
other circumstances, we will notify you and give you a chance to opt out.

**OPTING OUT OF COMMUNICATION**
You may withdraw your consent to our use of your personal information, including your opting out of receiving future marketing mailings, at any time by emailing us at an ‘unsubscribe’ e-mail apac.marketing@rackspace.com. For other ways to contact us please see our Contact Us page. If you opt out or refuse to provide personal information to us, it may affect our service to you.

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. We use various security measures to protect the information we collect, as appropriate to the type of information, including encryption, firewalls, and access controls. 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.

RIGHT TO ACCESS YOUR PERSONAL INFORMATION

The Privacy Act 1988 gives you the right to request access to and correction of personal data held about you. Should you wish to access or correct your personal data held by us, please send your request by e-mail to apac.marketing@rackspace.com. A reasonable fee will be charged for the processing of any data access request.

We always endeavour to make sure that the information we hold about you is accurate and up to date. If you believe that any information we are holding on you is incorrect or incomplete, please write to us or e-mail us as soon as possible, at the above address. We will promptly correct, complete, delete or block any information found to be incorrect.

COMPLAINTS PROCEDURE

If you wish to complain about an interference with your privacy, you may submit a complaint to apac.marketing@rackspace.com

We will consider your complaint and respond by taking any reasonable steps we consider necessary. We will notify you of our response.

If you are unsatisfied with our response, you may complain to the Information Commissioner:

Level 8
Piccadilly Tower
133 Castlereagh St
Sydney NSW 2000
OVERSEAS RECIPIENTS

Some of our third party service providers are overseas and it is likely that we will disclose some of your personal information to overseas recipients. The most likely countries where such recipients are located.

Also we transmit your personal information to our affiliates in the USA and elsewhere to perform the functions outlined above.

CHANGES

Our business changes constantly and our Privacy Policy may also change from time to time. You should check our website frequently to see recent changes, however, we will never materially change our policies and practices to make them less protective of personal information collected in the past without your prior consent. Unless stated otherwise, our current Privacy Policy applies to all information that we have about you. This Privacy Policy was last updated on May 2011.