

# Cookie Statement

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This Cookie Statement explains how Western Digital ("Western Digital," "we," "us," or "our") uses cookies on our websites, applications, and online services, and the choices you have.

## Definition of "Cookies"

Cookies are small pieces of text used to store information on web browsers. Cookies are widely used to store and receive identifiers and other information on computers, phones, and other devices. We also use other technologies, including data we store on your web browser or device, identifiers associated with your device, and other software, including web beacons and pixel tags, for similar purposes. In this Cookie Statement, we refer to all of these technologies as "cookies."

## Types of Cookies

We use cookies to provide, protect, and improve our products and services, such as by personalizing content, offering and measuring advertisements, understanding user behavior, and providing a safer experience. We describe below the various types of cookies we use and the purposes they perform. Please note that the specific cookies we may use vary depending on the specific websites and services you use.

- **Essential cookies:** These cookies are strictly necessary to provide you with our websites and services and to enable essential features, such as providing shopping cart or product application functionality. If you disable these cookies, we will not be able to fulfill your requests.
- **Performance and functionality cookies:** These cookies collect information about how you use our websites and services and allow us to remember the choices you make while browsing. The information these cookies collect allows us to optimize our websites and make them easier for you to use, and it does not personally identify you. If you disable or opt out of these cookies, you may not be able to use certain features of our websites, applications, and services, and it may reduce the support or information that we can provide you.
- **Analytics and customization cookies:** These cookies collect information we use in aggregate form to help us understand how our websites, applications and services are being used and how effective our marketing campaigns are, and to help us customize our websites. If you disable or opt out of these cookies, you may not be able to use certain features of our websites, applications and services, and it may reduce the support or information that we can provide you.
- **Advertising cookies:** These cookies collect information about your browsing or shopping history and are used to make advertising messages more relevant to you. They perform functions like preventing the same advertisement from continuously reappearing, ensuring that advertisements are properly displayed, and in some cases selecting advertisements that are based on your interests. We may share this information with third parties to help create and deliver advertising personalized to you and your interests. If you disable or opt out of these cookies, you may not be able to use certain features of our websites, applications and services, and it may reduce the support or information that we can provide you.
- **Social networking cookies:** These cookies are used to enable you to share pages and content on our websites and services through third-party social networking and other websites. These cookies may also be used for advertising purposes.

## Cookies Placed by Third Parties

You may also encounter cookies on our websites, applications and services that are placed by third parties. For example, when you buy our products online, our e-commerce vendor may use cookies and other technologies. We may also allow third parties to place cookies on our websites to track information about your online activities and/or across third-party sites or online services, including to send you targeted advertisements based on that information, which may include the remarketing of our products and services that you have viewed on our websites and on third-party websites.

This Cookie Statement does not apply to the cookies, applications, technologies, or websites that are owned and/or operated by third parties, or such third parties' practices, even if they use or access our technology to store or collect information. To understand how third parties use cookies, please review their privacy and cookie policies.

## Interest-Based Advertising

We utilize third-party service providers to deliver advertising on our sites and to serve ads on third-party sites. This enables us to direct advertisements to you for products and services in which you might be interested (interest-based ads). We respect the ad industries' Self-Regulatory Principles for Online Behavioral Advertising.

To learn more or to opt out of interest-based advertisements, you may visit:

- Digital Advertising Alliance (DAA): <http://www.aboutads.info/choices/>
- Network Advertising Initiative (NAI): <http://optout.networkadvertising.org>
- In Europe, the European Interactive Digital Advertising Alliance (EDAA): <http://www.youronlinechoices.eu/> and <http://www.edaa.eu/>

## Do Not Track

Some browsers include the ability to transmit "Do Not Track" signals. We do not process or respond to "Do Not Track" signals. Instead, we adhere to the standards described in our [Privacy Statement](#) and this [Cookie Statement](#).