

# SPLUNK COOKIE POLICY

**Updated: June 2023**

Splunk Inc. and our subsidiaries (collectively, “Splunk”) created this Cookie Policy to help you learn about how we use browser cookies, web beacons, tags, and other web analytics or identifying technologies (collectively, “Cookies”) when you interact with us on our websites (“Services”).

As we explain below, we use Cookies (with your consent, where required) to receive and store certain types of information when you interact with us to improve our performance, distinguish you from other users, and enhance your user experience.

You can manage the Cookies that Splunk uses (including enabling or disabling them if you choose) by following the instructions in [How to Select or Change Cookie Preferences](#).

## What Are Cookies?

Cookies are small text files that are sent to and stored on your browser, mobile device, or computer hard drive (but do not access its contents) when you visit our Services. They contain information that may identify you, your devices, or your preferences whenever you return to our Services.

Web beacons (also known as clear gifs, page tags, or pixel tags) are tiny graphics with a unique identifier that help us deliver or communicate with Cookies, track, and measure Service performance, and evaluate the effectiveness of marketing campaigns. Web beacons are typically embedded invisibly on web pages or in an email.

## How Splunk Uses Cookies

Splunk uses Cookies on our Services (with your consent, where required) for security and online tracking purposes, to facilitate navigation, better display information, monitor the success of our Services and ad campaigns, and deliver more relevant advertising throughout your online experience. We also use Cookies to gather information about your use of the Services. We do this to improve the user experience and the design and functionality of our Services. Sections of our websites are deployed on third-party platforms, and those platforms may use cookies.

## Cookies Used on Splunk Services

A summary of cookies used on Splunk Services is outlined below. For a detailed list of the Cookies used on our Services (including first and third party Cookies), please consult our [Cookie Policy Appendix](#).

### ***Strictly Necessary Cookies***

Strictly Necessary Cookies allow you to move around our Services more freely and securely. For example, they collect session ID and user authentication information, which allows registered users to perform multiple actions within the same Service visit without having to repeatedly re-enter log-in details each time they navigate to a new webpage or perform a new function. These Cookies also help ensure

that you can access registered user-only pages, load web pages faster, and improve overall Service performance, like being able to easily share content. These Cookies also help to verify compliance with our terms and conditions. We do not gather information about you that could be used for marketing or advertising purposes or remember where you have been on the internet. We set the applicable Strictly Necessary Cookies when you visit our Services because you will not be able to use our Services properly without them. As a result, these cookies cannot be disabled and are enabled by default regardless of location.

### ***Performance Cookies***

Performance Cookies track how individuals use our Services, such as counting the number of visitors, how individuals use or move around our Services (e.g., which pages they visit and for how long), what items they select, how they navigate to and within them, and whether they experience any errors. The information collected by these Cookies is used to help us improve our Services, better understand user interests, and measure the effectiveness of our advertising generally. We may also use Performance Cookies to help perform market research and revenue tracking, and to optimize functionality. If you do not enable or disable these Cookies, we will not be able to learn how you use our Services in order to improve them.

### ***Functional Cookies***

Functional Cookies allow us to manage and control variations of Services and provide enhanced functionality, like being able to watch a video, comment on a blog, or notify you of updates you have requested. Splunk also uses Functional Cookies to collect information regarding your preferences on our Services, including your preferences for language, currency, text size, fonts, and any other parts of our Services that are customizable. If you do not enable or disable these Cookies, we will not be able to remember your Service preferences, and you will have to reset them each time you visit.

### ***Advertising Cookies***

Like many companies, Splunk uses Cookies to track the efficiency of our online advertising campaigns and marketing communications, and to deliver advertisements that are relevant to you. These Cookies include ad tracking functionality that collects data about when you visit our Services, including what advertisements you view and how you interact with them. They may also track your internet journey beyond our Services so that we may present you with Splunk advertisements when you navigate to other websites. If you do not enable or disable these Cookies, you may still receive advertisements, but they won't be tailored to your interests.

## **How to Select or Change Cookie Preferences**

If you have browser Cookies enabled and you visit one of our Services, we may store one or more browser Cookies on your computer or device to remember you for the next time you visit. These Cookies do not persist and eventually expire; however, you can update your Cookie settings to delete them before they expire by deleting your browser Cookies using your internet browser settings.

If you do not want to accept browser Cookies, you may in some cases simply configure your browser settings so that your browser declines them automatically or gives you the choice of declining or accepting them from a Service. You may also want to "limit ad tracking" by configuring your settings on your mobile device directly.

Splunk also honors Global Privacy Control (GPC) signals that you enable on your browser. If you do not have GPC enabled on your browser or device, and depending on your location, we will seek your consent or provide an opportunity for you to select which cookies you would like to enable or disable.

We also provide a Privacy Preference Center where you can turn off/on the different categories of browser Cookies described above or change previously selected choices.

If you reject browser Cookies, our Services may be disabled, their functionality may be impaired, and we may not be able to send you relevant communications or advertising. You will continue to receive advertisements from third parties (and possibly even from Splunk) but they would not be customized to reflect your interests in Splunk.

Strictly Necessary Cookies cannot be disabled via the Privacy Preference Center because these Cookies are necessary for the Services to function. If your browser rejects Strictly Necessary Cookies, you may not be able to log in, download materials and products, or use single sign-on to access the Splunk support portal, partner portal, or Splunk Answers sections of our website, among other Services.

For more on how to disable or block Cookies from your browser or mobile device see [AllAboutCookies.org](https://www.allaboutcookies.org) or [YourOnlineChoices.eu](https://www.youronlinechoices.eu).

### **Third-party Providers and Their Services**

With your consent, where required, we may use third party services to deliver targeted communications to you during your online experience. We set out a detailed list of those third-party tools in our [Cookie Policy Appendix](#), including a summary of how they work.

We work with these third parties to deliver targeted communications to you and others who visit their platforms and who may be interested in our Services. If you don't want to receive these communications, you should update your ad preferences with the third-party platform in addition to adjusting your cookie preferences as described above.

If you do not change your ad preferences with the third-party platform, you may still see our non-targeted advertisements while you are online if your interest settings on such third-party platforms are aligned to an audience segment (pre-defined by the third-party platforms) associated with our business. We do not control whether these ads are displayed to you. Please see the relevant links in our [Cookie Policy Appendix](#) to learn more and manage ad settings.

Likewise, we have no control over, and are not responsible for, the Cookies, tracking technologies, or advertising processes of third-party providers that you may visit, including the use of any of our partners or advertising affiliates. If you would like more information about the Cookies used on third-party services, or if you would like to disable Cookies from any third-party service, please refer to the privacy policy or cookie information provided by the relevant third-party service.

### **Updates to This Cookie Policy**

We may change this Cookie Policy from time to time. Please look at the "Updated" legend at the top of this page to see when this Cookie Policy was last revised. Your acceptance of Cookies following the "Updated" date means that you accept the Cookie Policy as revised as of that date.

### **Contact Splunk**

If you have any questions or comments about this Cookie Policy, you can contact us at any time at [dpo@splunk.com](mailto:dpo@splunk.com) or by mail as provided below:

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Please note that email communications are not always secure, so please do not include any sensitive information in your emails to us.