

# SPLUNK COOKIE POLICY

**Updated: December 2022**

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 to receive and store certain types of information whenever 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 disabling them if you choose) by following the instructions in [How to Opt out of Cookies](#).

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## 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

We may use Cookies on our Services 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.

## First-party Cookies Used on Splunk Services

We set out a detailed list of the Cookies we enable (“first-party cookies”) in our [Cookie Policy Appendix](#), and include here a summary of how they work.

### ***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 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.

### ***Performance Cookies***

Performance Cookies track user behavior on our Services, such as counting the number of visitors, how they move around our Services (e.g., which pages they visit), and whether they experience any errors. The information collected by these Cookies is used only to help us improve our Services, better understand user interests, and measure the effectiveness of our advertising generally. If you disable these Cookies, we will not be able to learn how you use our Services 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 or comment on a blog. 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 disable these Cookies, we will not be able to remember your Service preferences, and you will have to reset them each time you visit.

## **Third-party Cookies Used on Splunk Services**

We also use a variety of Cookies on our Services provided by others (“third-party cookies”) for advertising purposes, as well as to provide performance enhancements. For each type of Cookie, we set out a list of the third-party provided Cookies that we use in our [Cookie Policy Appendix](#), and include here a summary of how they work.

### ***Third-party Performance Cookies***

We use third-party performance Cookies to collect information about how people use our Services, including what web pages they visit and for how long, what items they select, and how they navigate to and within them. Splunk uses this information to analyze usage and improve our Services.

We may also use third-party performance Cookies to help perform market research and revenue tracking, optimize functionality, and verify compliance with our terms and conditions.

### ***Third-party Functional Cookies***

We use third-party functional Cookies to provide enhanced functionality, such as allowing you to watch a video, comment on a blog, or to notify you of updates that you have requested (e.g., new job openings meeting defined criteria).

### ***Third-party Advertising Cookies***

Like many companies, we use 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.

## **How to Opt out of Cookies**

If you have browser Cookies enabled and you visit one of our Services, we 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.

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

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.

Sections of our websites are deployed on third-party platforms. Those platforms use cookies, but not advertising ones, and we do not manage them. To turn off those cookies, please use the options available in your browser.

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

## **Additional Third-party Providers**

We use additional tools from third parties to deliver targeted communications to you during your online experience. We set out a detailed list of those additional third-party tools in our [Cookie Policy Appendix](#), including a summary of how they work.

We work with third parties to deliver targeted communications to you and others who visit their platforms and who may be interested in our Services. When we do, we share your personal data with the third party, who promptly obscures it before use to protect your privacy. If you don't want to receive these communications, you can update your browser settings by adjusting your ad preferences with the third-party platform.

If you have opted out of receiving our marketing communications when you interact with us, or where you have subsequently unsubscribed from our emails, we will not share your details with third parties as described above. 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:

Splunk Inc. Office of the Data Protection Officer 270 Brannan Street San Francisco, CA 94107	Splunk Services UK Limited Office of the Data Protection Officer Brunel Building 1 & 2 Canalside Walk London W2 1DG England	Splunk Services Germany GmbH Office of the Data Protection Officer Mies-van-der-Rohe-Straße 6 80807 München Germany
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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.

## Links to Related Agreements, Policies, and Information

[Splunk Privacy Policy](#)  
[Splunk Websites Terms and Conditions of Use](#)  
[Splunk Privacy Shield Notice](#)  
[Splunk Recruiting and Community Interaction Privacy Notice](#)  
[Splunk General Terms](#)  
[Splunk Protects](#)  
[Splunk Data Request Form](#)  
[Splunk Opt-out Form](#)