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Cookie Statement

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

To update your settings, please visit [Cookie Preferences](#).

Definition of "Cookies"

Cookies are small pieces of text dropped on your browser when you visit a website, email, advertisement, or other online service that store information.

Pixels (also known as web beacons), are pieces of code embedded in a website, email, application, advertisement, or other online service that sends information about your use to a server. There are various types of pixels, including image pixels (which are small graphic images) and JavaScript pixels (which contain JavaScript code). When you access a location that contains a pixel, the pixel may drop or read cookies on your browser. We also use other technologies, such as software development kits, for similar purposes.

In this Cookie Statement, we hereafter 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, understanding user behavior, and providing a safer experience. We also use cookies to provide you with personalized advertisements, including on third-party websites and applications, and to determine the effectiveness of our promotional campaigns. 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 ("Principles"), and work with third-party service providers who participate in the Principles.

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/>

Opting out only means that the selected participants should no longer deliver certain targeted ads to you, but does not mean you will no longer receive any targeted ads (e.g., in connection with the participants' other customers or from other technology services).

Depending on your jurisdiction, you may have certain additional advertising-related rights. Please review the [Your Rights](#) section of our Privacy Statement for more information.

Controlling and Opting Out of Cookies

To exercise choice for our website, please visit your [Cookie Preferences](#).

In addition, your browser or device may offer settings that allow you to choose whether browser cookies are set and to delete them. For more information about these controls and to exercise your cookie preferences, visit your browser or device's help material. If you choose to reject cookies, as noted above, you may not be able to use certain features of our websites and services.

Please note that your opt-out generally will only apply to the specific browser or device from which you opt-out, and may reset if you delete your browser cookies or change your settings.