Protecting Personal Data

Why we collect it and how we keep it secure

Personal Data is also referred to as Personally Identifiable Information (PII), any information that can be used to identify a specific individual.

Our Global Personal Data Protection and Privacy Policy demonstrates our commitment to protecting Personal Data.

When it comes to managing your data, we adhere to the following principles:

- **Trustworthiness**
- **Accountability**
- **Purpose**
- **Purposes Specification**
- **Fairness**
- **Limitation**
- **Proportionality**
- **Individual Rights**
- **Data Security**
- **Data Integrity**
- **Data Retention**

Why does Cisco collect Personal Data?

Deliver Products and Services

We may need Personal Data to deliver our products, used to provide you with warranty support, technical support, and other services.

Accelerate your ROI

Some Personal Data can help us provide better solutions, analysis, and expert insights so you get the most value out of our products and services.

Manage our Relationship

We can better assist you in making buying decisions, renewing products, and doing business with us overall.

Improve and Develop New Solutions

If Personal Data is involved in connection with Systems Information used to improve our solutions, it will be treated consistent with applicable Personal Data law and your contracts and agreements with us.

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How does Cisco share and protect the Personal Data we collect?

**How to learn more**

You can manage what data we collect:

- View, edit, and set preferences with the Cisco Profile Management Tool.
- Use embedded controls in certain products and services to manage your data.
- Use our Privacy Request Forms to access, change, limit, or delete your data.
- View Privacy Data Sheets and Data Maps to see what we collect, what data we do with it, where the data is, where it flows, and who has access to it.

**How to learn more**

The type of data we collect, and how we use, store, and manage it, is unique to each product and service we sell. To learn more, refer to the relevant product Privacy Data Sheet or Data Map in the Cisco Trust Portal.