

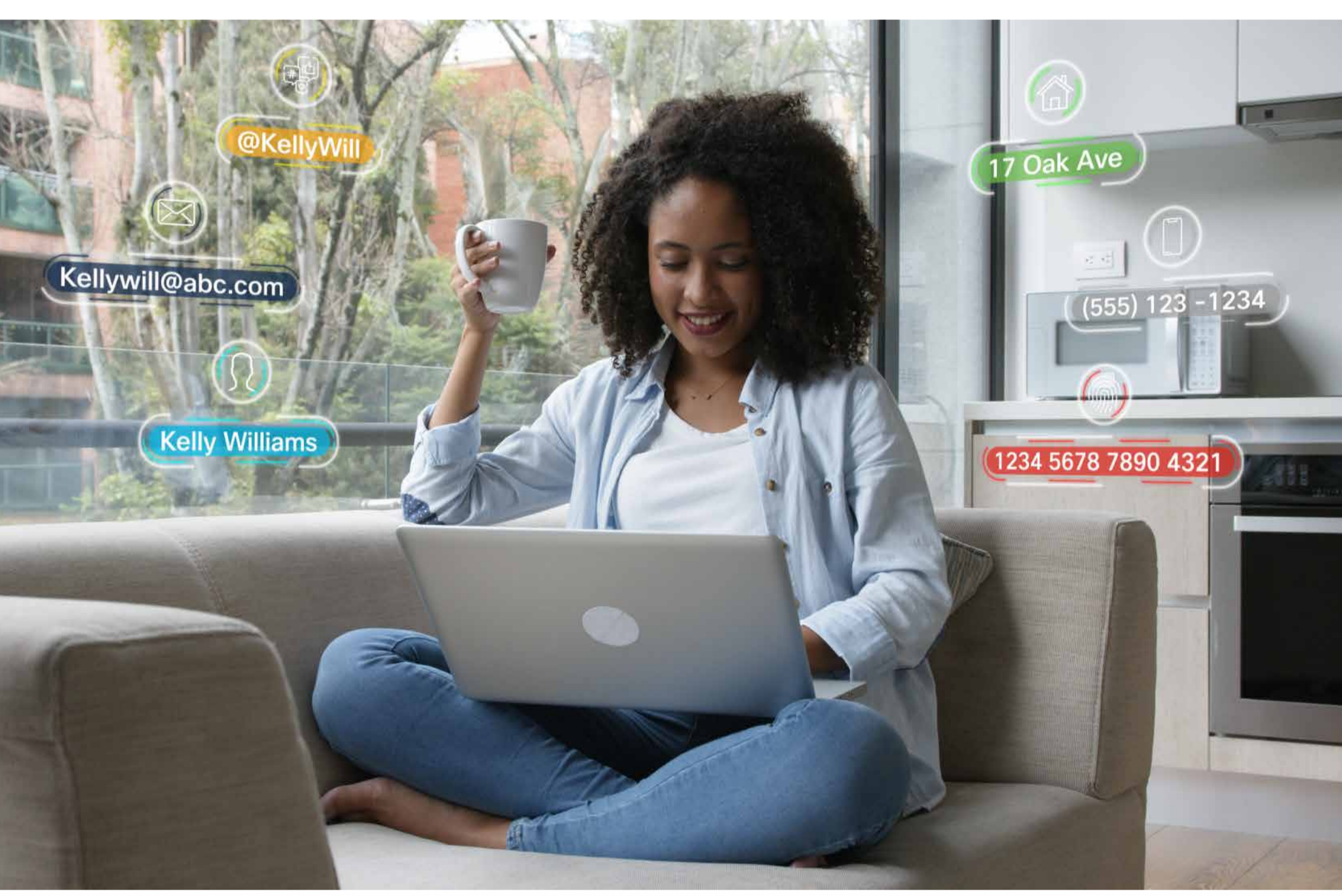
# Protecting Personal Data

Why we collect it and how we **keep it secure**



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

Personal Data can also be a collection of data that identifies an individual because no one else has those characteristics—for example, anonymous information that, when combined with additional information, can identify a specific individual.



## Why does Cisco collect Personal Data?

Deliver Products and Services



We may need Personal Data for you to use our solutions, and to provide you with warranty support, technical support, and other services.

Accelerate your ROI



Some Personal Data can help us provide better consultation, 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.

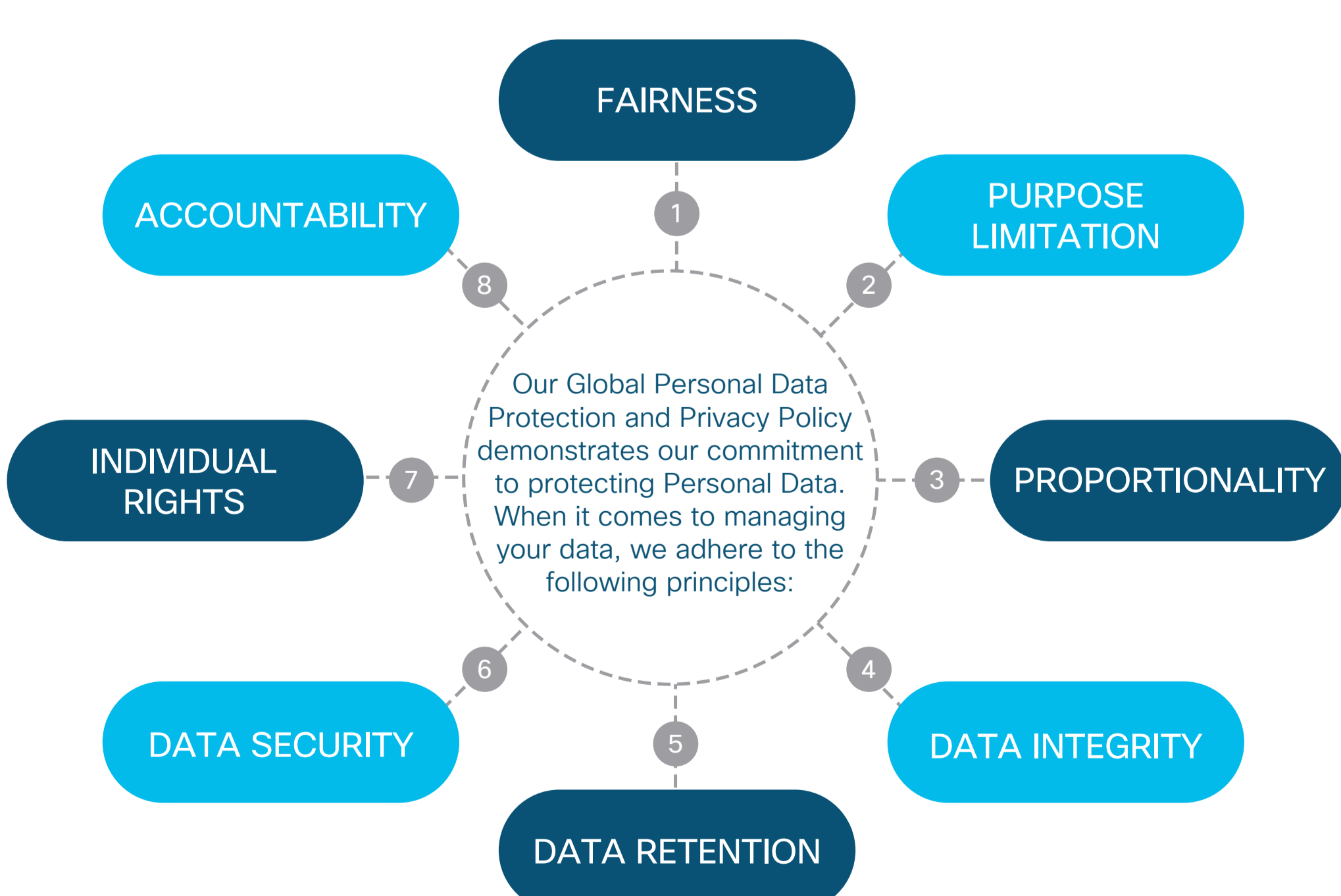
Improve and Develop New Solutions



If Personal Data is received 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.



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



### 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**.