



GENERAL PRIVACY POLICY

Last Updated: March 2026

Riverbed Technology LLC and its affiliates (“**Riverbed**,” “**we**,” “**us**,” or “**our**”) know that you care about how your data is used and shared, and we take your privacy seriously. Riverbed’s General Privacy Policy applies to Personal Data (as defined below) collected through Riverbed’s websites (such as <https://www.riverbed.com/sla> and <https://www.riverbedlab.com/>), feedback and surveys, the sales and contracting process, and/or both online and offline sales and marketing activities, as further detailed in Section 2 below.

“**Personal Data**” means any data relating to an identified or identifiable individual, including, for example, your first and last name, email address, and phone number.

This General Privacy Policy **does not apply** when:

- You use or interact with Riverbed products and services as an authorized user of our customers. Please see our Data Processing Addendum at <https://www.riverbed.com/data-processing-addendum/> regarding the processing of Personal Data by Riverbed products and services.
- You apply for a position with Riverbed through our website or otherwise; please see our [EU Applicant and Candidate Privacy Policy](#) or [California Applicant Notice](#) (as applicable).

1 About Riverbed

Riverbed Technology LLC (f/k/a Riverbed Technology, Inc.) is a Delaware limited liability company headquartered in California. Riverbed Technology LLC has offices, subsidiaries and affiliated companies (“**Riverbed Group**”) located throughout the world (Riverbed Technology LLC and the Riverbed Group are together referred to as “**Riverbed**” unless expressly specified otherwise). Please refer to the “[About Riverbed](#)” section of our website for more information.

Riverbed is the controller of your Personal Data as described in this General Privacy Policy unless expressly specified otherwise.

2 What Personal Data We Collect

We may collect data, including Personal Data, about you as follows:

2.1 Personal Data You Provide to Riverbed

You may provide us with certain categories of Personal Data when you:

- Complete and submit forms on our websites.
- Download white papers or other Riverbed content.
- Register and/or attend webcasts, seminars, conferences, etc. sponsored by Riverbed or a partner.
- Subscribe to our newsletters or other Riverbed content-related materials.
- Register for courses, training or education.
- Provide us with feedback or contact us via phone, email, social media or otherwise.
- Participate in a survey.
- Use Online Communication Tools (as defined below).
- Purchase Riverbed products or services.
- Visit our offices.

2.2 Personal Data Collected Automatically

Riverbed’s website (<https://www.riverbed.com>) uses automatic data collection tools, such as cookies and web beacons. These tools automatically collect the following data:



- Technical information including, but not limited to, browser type, operating system, device information, IP address, domain name, referral URL, time zone setting, and/or a timestamp for your visit.
- Usage information including, but not limited to, geographic location information (such as your country or state), the numbers and frequency of visitors to our site, page views, unique page views, video views, form conversions, and your clickstream behavior (e.g., clicking links to, through and from our website).

You can find out more information on how Riverbed uses cookies and other automatic data collection tools [here](#).

2.3 Personal Data Collected From Third Parties

Riverbed works closely with third parties and may receive Personal Data from such third parties. Riverbed protects Personal Data obtained from third parties in accordance with the practices and policies described in this General Privacy Policy, in addition to any additional obligations mutually agreed upon with the third-party source of the Personal Data. These third-party sources vary depending on context but may include:

- Data brokers and similar third-party providers from which we purchase data to supplement the data we collect directly.
- Channel Partners (including distributors, resellers and managed service providers) who supply us with data in order to help establish an account, fulfill orders, and offer products and services.
- Third-party providers (for example, companies that provide localization, analytics and marketing services in connection with our websites).
- Business partners with which we offer co-branded services or engage in joint marketing activities.

3 How We Use Personal Data

Riverbed uses the Personal Data we collect under this General Privacy Policy for two main purposes: (1) to operate our business and provide the products and services, and (2) to send communications, including marketing communications. For example, we may use Personal Data to:

- Administer and provide our websites.
- Customize the content and advertising you see on our websites.
- Respond to your requests and questions.
- To provide products and services and perform contractual obligations.
- Communicate with you about specials, sales offers and new products.
- Send notifications regarding to our company, products and services and changes to our terms.
- To transact with customers, suppliers and Channel Partners and to process orders.

3.1 Legal Bases for Processing

If you are a European Economic Area (EEA) resident, Riverbed relies on the following legal bases to collect and process your Personal Data under applicable EU data protection laws:

- **Consent:** where you have consented to the use of your Personal Data (for example, if you consent to us sending you promotional materials and newsletters);
- **Contract performance:** where processing is necessary to perform a contract with you or take steps prior to entering into a contract with you (for example, to fulfill orders for Riverbed products and services that you have purchased);
- **Legitimate interests:** to satisfy a legitimate interest (for example, Riverbed's legitimate interest to improve our products and services, or correspond with existing customers about our products and services); or



- **Legal obligation:** where Riverbed has a legal obligation to process your Personal Data (for example, when responding to public and government authorities, courts or regulators in accordance with our legal obligations under applicable laws).

4 How We Share Your Personal Data

Riverbed may share Personal Data collected under this General Privacy Policy with third parties for the purposes described below:

- **Riverbed Group:** we share information with other Riverbed corporate affiliates in order to provide, operate and improve our products and services and to offer other Riverbed affiliated services to you.
- **Service Providers:** we contract with third-party service providers who provide assistance with website development, hosting, technical support, backup, infrastructure, payment processing, analysis, and other services. Service providers must abide by our data privacy and security requirements, are not allowed to use Personal Data they receive from us for any other purpose, and we require them to agree to maintain the confidentiality of Personal Data.
- **Riverbed Partners:** Riverbed has an extensive network of third-party partners who resell Riverbed products and who provide consulting, support, and other services and technology based on our products and services. Riverbed may share Personal Data with our channel partners for purposes of selling and providing Riverbed products and services to you. Riverbed may also obtain certain Personal Data about you from our partners when you purchase products and services from them. Riverbed requires its partners to comply with applicable law regarding the Personal Data that we provide to them. Please note, however, that you may have a separate agreement with a partner that will control that partner's use of your Personal Data, in which case this General Privacy Policy does not apply to the information held by that partner.
- **Suppliers:** Certain Riverbed products incorporate software provided by third-party suppliers. In some cases, Riverbed may be required to report on sales of such products incorporating such software to those third-party suppliers, and this reporting may include your Personal Data solely to the extent needed to document such sales. Riverbed requires its third-party suppliers to treat any such information as confidential.
- **Corporate Transactions:** we may share or transfer information we collect under this General Privacy Policy in connection with a merger, reorganization, dissolution, corporate reorganization, acquisition of all or portion of our business by or to another company or similar event.
- **Compelled Disclosure:** in response to a request for information if we reasonably believe disclosure is necessary to comply with any applicable law, regulation, legal process or governmental request, including to meet national security requirements.
- **Protection of Riverbed and Others:** we may disclose information where we reasonably believe that use or disclosure is necessary to protect the rights, property, or safety of Riverbed, its customers, users and others.
- **With your consent:** we may share information with third parties when you provide consent.

5 International Transfers

We collect information globally and such information, including Personal Data, may be transferred, stored and processed by us and our service providers, partners and affiliates in the United States and other countries throughout the world. As a result, your Personal Data may be transferred to, processed and/or stored in a destination other than the country in which the Personal Data was originally collected or provided (and which may not provide for the same level of data protection). By using our websites, and/or products and services, or in providing any Personal Data to us, where applicable law permits, you consent to the transfer, processing, and storage of such Personal Data outside the country of origin. When we transfer Personal Data out of the EEA or the United Kingdom, we make use of legally approved transfer mechanisms to safeguard such data transfers.

6 Accessing and Managing Personal Data

Riverbed offers choices regarding the collection, use and sharing of Personal Data.



6.1 Marketing Communications

You may manage your ongoing receipt of marketing and non-transactional communications from Riverbed by following the directions in that communication. You can also make choices by visiting Riverbed's Subscription Management [page](#).

6.2 Data Subject Rights

You may have certain rights relating to your Personal Data depending on the applicable local data protection laws ("**Data Subject Rights**").

6.2.1 Data Subject Rights for EEA and UK persons

If you are a person located in the EEA or the United Kingdom, you have certain rights relating to your Personal Data under EU and UK data protection laws that include:

- Right to access Personal Data
- Right to rectify inaccurate or incomplete Personal Data
- Right to erase/delete Personal Data
- Right to restrict processing of Personal Data
- Right to data portability of Personal Data
- Right to object to processing of Personal Data
- Not to be subject to a decision based solely on automated processing (Riverbed does not currently engage in any automated processing)
- Right to withdraw consent (when processing of Personal Data is based on consent)

You may exercise your Data Subject Rights by emailing rvbd-privacy@riverbed.com with the subject "Data Subject Rights Request." Riverbed will review your request and respond in accordance with applicable law. To protect your privacy and security, we may take steps to verify your identity before complying with the request.

6.2.2 Data Subject Rights for California Residents

Please refer to Riverbed's [CCPA Notice](#) for information about your rights under the CCPA as amended by the California Privacy Rights Act (CPRA). Riverbed does not "sell" or "share" Personal Data for purposes of cross-contextual behavioral advertising as those terms are defined under the CCPA.

7 Retention of Personal Data

Riverbed retains Personal Data collected under this General Privacy Policy as needed to fulfill the purposes for which it was collected (see Section 3 above) or as long as required to fulfill our legal obligations.

8 Security of Personal Data

Riverbed maintains appropriate technical and organizational measures, including administrative, physical, and technical safeguards to protect the Personal Data we use and process from unauthorized access, use, modification, or disclosure. Please be aware that no security measures can wholly eliminate security risks associated with the transmission and storage of Personal Data. You are responsible for protecting the confidentiality of your account credentials (including usernames and passwords) and for any activity that occurs under your account with us.

9 Links to Third Party Websites

Riverbed may provide links to other third-party websites and services that are outside our control and not covered by Riverbed's General Privacy Policy. Riverbed is not responsible for the privacy practices or the content of such websites. We encourage you to review the privacy policies on any website you visit whether linked to by Riverbed or not.

10 Public Forums

Riverbed offers individuals the opportunity to interact and publish content via discussion forums, blogs, and other means on our websites ("**Online Communication Tools**"). If you use such Online Communication Tools, any information that you disclose becomes publicly available, and could be used to contact you, to send you unsolicited messages, or for purposes neither Riverbed nor you have control over. Your use of certain Online Communication Tools may be subject to additional terms and conditions. Riverbed is not responsible for the Personal Data or any other information you choose to submit or publish via these Online



Communication Tools.

11 Collection of Data From Children

Riverbed does not knowingly collect Personal Data from individuals under the age of thirteen (13) or the applicable age of consent in your country. If you believe that Riverbed may have collected Personal Data from someone under the applicable age of consent, please contact Riverbed's Privacy Team at rvbd-privacy@riverbed.com.

12 California Shine the Light

Under California Civil Code § 1798.83, California residents have certain rights regarding a company's disclosure of their Personal Data for direct marketing purposes. Riverbed's General Privacy Policy provides you with details on how you may opt-out of the use of your Personal Data by third parties for marketing purposes. Please be aware that if you opt out, you may continue to receive marketing communications during the time period it takes for us to process your request. Additionally, even after you opt out from receiving marketing communications from us, you may continue to receive administrative messages from us regarding our products and related services.

13 Updates

Riverbed may update this General Privacy Policy from time to time. If we make changes to this General Privacy Policy, we will post the updated version, which will be effective as of the updated revision date. If there are material changes to our General Privacy Policy or in how Riverbed will use Personal Data, we may provide notification by other means prior to such changes taking effect, for example, by posting a notice on our website or sending you a notification.

14 Contacting Riverbed

To exercise your Data Subject Rights regarding your Personal Data, please email rvbd-privacy@riverbed.com with the subject "Data Subject Rights Request."

Questions regarding our Privacy Policy and Riverbed's privacy practices can be directed to Riverbed's Privacy Team by emailing rvbd-privacy@riverbed.com.

Our commitment. Riverbed is committed to working with you to appropriately resolve privacy-related complaints and concerns. If, however, you believe that we have not been able to assist with your privacy-related complaint or concern, and you are an EEA resident, you have the right to lodge a complaint with the competent supervisory authority.