

Cookie Notice

Last updated: October 1, 2019

This Cookie Notice explains how Trend Micro Incorporated and its group companies collectively ("**Trend Micro**", "**we**", "**us**", and "**ours**") use cookies and similar technologies to recognise you when you visit our websites at www.trendmicro.com ("**Website**"). It explains what these technologies are and why we use them, as well as your rights to control our use of them.

What are cookies?

Cookies are alphanumeric identifiers that Trend Micro transfers to your device's hard drive through your web browser to enable Trend Micro's systems to recognise your browser. Cookies help websites work or work more efficiently and can help provide us with business and marketing information. They also enable a website to tailor information presented to you based on your browsing preferences such as language and geographical location.

Cookies set by the website owner (in this case, Trend Micro) are called "first party cookies". Cookies set by parties other than the website owner are called "third party cookies". Third party cookies enable third party features or functionality to be provided on or through the website (e.g. like advertising, interactive content and analytics). The parties that set these third party cookies can recognise your computer both when it visits the website in question and also when it visits certain other websites.

Why do we use cookies?

Our Website

We use cookies to personalise web pages during your visit to our Websites and to remember you for easy navigation and access during return visits. If you register for information about our Products or Services, sales contacts and other offers (including but not limited to white papers, webcasts, events and evaluation software), we use cookies to provide information about the previous link you used, in order to track your visit to our Website. We also aggregate and analyse data about your machine, such as browser type, screen resolution and operating system or (where relevant on our support websites) about any Trend Micro Product installed on your machine, such as a Product ID and the days remaining to expiration and your license SKU.

This information is used to determine what content to serve to you when you land on our pages and to provide you with offers of Trend Micro Products or Services that are most relevant to you.

Behavioural Information

Trend Micro may collect certain information through cookies or similar technologies (see the "What about other tracking technologies, like web beacons" section below) on Trend Micro's Website to better

understand customer behavior and improve our Session Management, marketing, analytics, and demographics . We use this information to provide more useful information to our customers, to understand and analyze trends, to administer the Website, to learn about Website visitor behavior on the Website, to understand which Products and Services are of most interest to our customers, to gather demographic information about our customer base as a whole and to improve our customers' experience.

The Types of Cookies that we use

Some of the cookies used on our Website are required for technical reasons in order for our Website to operate, and we refer to these as "essential" or "strictly necessary" cookies. Other cookies also enable us to track and target the interests of our Website visitors to enhance their experiences. Third parties also serve cookies through our Website for advertising, analytics and other purposes.

The specific types of first and third party cookies served through our Websites and the purposes they perform are described in the table below:

Types of cookie	Who serves these cookies	How to refuse
<p>Essential cookies: These cookies are strictly necessary to provide you with Services available through our Websites and to use some of our features, such as access to secure areas.</p>	<p>Website</p> <p>__cfduid is provided by .cludo.com in relation to the CloudFlare service (our search engine). It is used by Cloudflare to identify individual clients behind a shared IP address, and apply security settings on a per-client basis. www.cloudflare.com/privacypolicy/. This cookie needs to be deployed in order for the onsite search facility to work.</p> <p>clientSrc, sid, sid Client, RRetURL and RSID are provided by community-trendmicro.force.com in relation to the Global Partner Portal service. They expire in session. They are used respectively:</p> <ul style="list-style-type: none"> • clientSrc to authenticate a user. • sid to authenticate a user. • sid_Client to authenticate a user. • RRetURL to redirect user logins. • RSID to redirect user logins. <p>renderCtx (expires within session) and force-stream are provided by force.com in relation to</p>	<p>Because these cookies are strictly necessary to deliver the Websites to you, you cannot refuse them.</p> <p>You can block or delete them by changing your browser settings however, as described below under the heading "How can I control cookies?".</p>

	<p>the Global Partner Portal service. They are used respectively:</p> <ul style="list-style-type: none"> • renderCtx to track community context. • force-stream to redirect server requests for sticky sessions. 	
<p>Performance and functionality cookies: These cookies are used to enhance the performance and functionality of our Websites but are non-essential to their use. However, without these cookies, certain functionality (like videos) may become unavailable.</p>	<p>Website</p> <p>BIGipServer# is served on resources.trendmicro.com in relation to the BIG-IP Product Suite service. It is used to monitor page load speed as part of site performance monitoring.</p> <p>https://www.f5.com/company/policies/privacy-notice.</p> <p>BrowserId, autocomplete, inst, oinfo, webact, directMessageInboxVisitTimestamp and <userId>feeds are provided by force.com in relation to the Global Partner Portal service. They are used respectively:</p> <ul style="list-style-type: none"> • BrowserId to collect metrics, such as the number of visitors to a community. • autocomplete to determine whether the browser remembers a user's login ID. • inst to redirect a user to the correct Salesforce server. • oinfo to track the state of a customer's org. • webact to collect metrics per page view for personalization. • directMessageInboxVisitTimestamp to determine the last visit to the inbox by Direct Message. • <userId>feeds to store a user's feed settings selection. <p>oid, _ga, pctrk, apex_language, id, and pass are provided by community-trendmicro.force.com in relation to the Global</p>	<p>To refuse these cookies, please follow the instructions below under the heading "How can I control cookies?"</p> <p>Alternatively, please click on the relevant link below for more information:</p> <ul style="list-style-type: none"> • BIG-IP Product Suite: https://www.f5.com/company/policies/privacy-notice • Force.com: https://www.salesforce.com/products/platform/products/force/?d=7013000000f27V&internal=true

	<p>Partner Portal service. They are used respectively:</p> <ul style="list-style-type: none"> • oid to redirect a user to the correct Salesforce org and assist the user for the next login. • _ga to track community users with a Google Analytics tracking ID if a community admin chooses to do so. • pctrk to track public page views by guest users. • apex_language to track user language. • id to track user's last login info. • pass to track user's last login info. <p>trendMicroVisitorContextIsBusiness is provided by www.trendmicro.com. It switches the homepage to consumer or business. It expires after 10 years.</p> <p>trendMicroVisitorViewedAlerts is provided by www.trendmicro.com. It provides information about viewed alerts. It expires after 10 years.</p> <p>utag_main is provided by .tealiumiq.com in relation to the Tealium service. It is used for our tag management system which helps us deploy javascript tags for functionality and also analytics. It expires after 1 year.</p> <p><u>JAPAN ONLY</u></p> <p>wa is provided by tr.webantenna.info in relation to the WebAntenna service. It is used for measuring the service of advertising effect called web antenna. It is used by the online sales team. It expires after 20 years. https://www.bebit.co.jp/webantenna/</p> <p>_rakulog_First is provided by .docodoco.jp in relation to the DocoDocoJP service. It is used for web analysis service using IP address called</p>	
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<p>Analytics and customisation cookies: These cookies collect information that is used either in aggregate form to help us understand how our Websites are being used or how effective are marketing campaigns are, or to help us customize our Websites for you.</p>	<p>Website</p> <p>__utmt#, __utma#, __utmb#, __utmc#, _gat#, _gid, __utmz#, #__utm.gifare and _ga are provided on trendmicro.com by Google in relation to the Google Analytics service. They are used respectively:</p> <ul style="list-style-type: none"> • (__utmt#) to control the speed of requests to the website's server; • (__utma#), by Google Analytics to record the number of times a visitor accessed the website as well as the dates for the first and recent visit; • (__utmb#) by Google analytics to compute the duration a website is visited using the exact time that a user accesses a website; • (__utmc#) to register the timestamp a user leaves a website to help calculate the duration of time spent on it using Google Analytics; • (_gat#) to enable Google Analytics to regulate the rate of requesting; • (_gid) to keep an entry of unique ID which is then used to come up with statistical data on website usage by visitors; • (__utmz#) to gather location details for the website visitors, the clicked link, the search term, and the search engine that was used; • (#__utm.gif) to log the details about the visitor's computer and browser using Google Analytics Tracking Code; and 	<p>To refuse these cookies, please follow the instructions below under the heading "How can I control cookies?"</p> <p>Alternatively, please click on the relevant opt-out link or further information link below:</p> <ul style="list-style-type: none"> • Google Analytics: http://tools.google.com/dlpage/gaoptout?hl=en • Visual Website Optimizer: https://vwo.com/opt-out/ • Quantcast: https://www.quantcast.com/opt-out/ • on24.com: https://www.on24.com/on24-cookie-policy/ • Engagio: https://www.engagio.com/privacy/

	<ul style="list-style-type: none"> • (_ga) to record a particular ID used to come up with data about website usage by the user. https://policies.google.com/privacy. <p>v.gif is provided on www.trendmicro.com by Visual Website Optimizer (A/B Testing) in relation to the VWO service. This cookie is called internally by the VWO Analytics platform and tracks unique visitors for an account. It also tracks the visitor settings timeout events. https://vwo.com/privacy-policy/</p> <p>mc is provided by quantserve.com in relation to the Quantcast Measurement Service. It is used by quantserve to record unique numbers that identify your browser and interaction history. https://www.quantcast.com/privacy/.</p> <p>eventid# and mediametricid are provided by on24.com in relation to the on24.com webinar platform service. They are used for analytics in relation to viewing webinars.</p> <p>BIGipServereventprd_apache and BIGipServereventprd_wl are provided by event.on24.com in relation to the on24.com webinar platform service. They are used for analytics in relation to viewing webinars.</p> <p>ei_client_id is provided on .trendmicro.com in relation to the engagio.com service. It is used for analytics.</p>	
<p>Advertising cookies: These cookies are used to make advertising messages more relevant to you. They perform functions</p>	<p>Website</p> <p>_fbp, tr/ and fr are provided on trendmicro.com by Facebook in relation to Facebook services. They are tracking pixels used to identify visitors for personalized advertising. https://www.facebook.com/privacy/explanation</p>	<p>To refuse these cookies, please follow the instructions below under the heading "How can I control cookies?"</p> <p>Alternatively, please click on the relevant link below:</p>

<p>like preventing the same ad from continuously reappearing, ensuring that ads are properly displayed for advertisers, and in some cases selecting advertisements that are based on your interests.</p>	<p>BizolD, UserMatchHistory, bcookie, __qca and lidc are provided by linkedin.com. These cookies are associated with a B2B marketing platform, formerly known as Bizo, which is now owned by LinkedIn, the business networking platform.</p> <ul style="list-style-type: none"> • BizolD is used by LinkedIn to store unique user ID. • UserMatchHistory, __qca and lidc are connected with LinkedIn's marketing services that enable website owners to gain insight into types of users on their site based on LinkedIn profile data, to improve targeting. • bcookie is used to optimize the range of advertising on LinkedIn. <p>https://www.linkedin.com/legal/privacy-policy</p> <p>test_cookie and IDE are provided by .doubleclick.net. test_cookie is a session cookie used to check if the user's browser supports cookies. IDE is used to measure the conversion rate of ads presented to the user. https://policies.google.com/privacy.</p> <p>ga-audiences is provided on www.trendmicro.com by Google in relation to the AdWords service. It is used by Google AdWords to re-engage visitors that are likely to convert to customers based on the visitor's online behaviour across websites. https://policies.google.com/privacy</p> <p>_gcl_au is provided on trendmicro.com by Google in relation to AdSense services. It is used by Google AdSense for experimenting with advertisement efficiency across websites using their services. https://policies.google.com/privacy.</p>	<ul style="list-style-type: none"> • Facebook: - https://www.facebook.com/policies/cookies/ • LinkedIn: - https://www.linkedin.com/legal/cookie-policy • Google - Test cookie, ga-audiences, gcl_au - http://tools.google.com/dlpage/gaoptout?hl=en • MediaMath: - http://www.mediamath.com/cookie-notice/ • Yahoo: https://policies.yahoo.com/xa/en/yahoo/privacy/topics/cookies/index.htm • smartadserver.com: https://smartadserver.com/corporate-privacy-policy/.
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	<p>mt_mop is provided by .mathtag.com in relation to MediaMath services. MediaMath uses this cookie to synchronize the visitor ID with a limited number of trusted exchanges and data partners. http://www.mediamath.com/privacy-policy/</p> <p>Pid is provided on www.trendmicro.com from smartadserver.com in relation to targeted advertising and has duration of 13 months. To opt out follow the instructions here: https://smartadserver.com/corporate-privacy-policy/.</p> <p><u>JAPAN ONLY</u></p> <p>_a1_f is provided by .yimg.jp in relation to the Yahoo! service. It is used for ad delivery by the online sales team and for consumer marketing. It expires after 2 years.</p> <p>B is provided by .yahoo.co.jp in relation to the Yahoo! service. It is used for ad delivery by the online sales team and for consumer marketing. It expires after 2 years.</p>	
<p>Social networking cookies: These cookies are used to enable you to share pages and content that you find interesting on our Websites through third party social networking and other websites. These cookies may also be used for advertising purposes.</p>	<p>Website</p> <p>Loc, ouid, bt2, di2, na_id, __atuvc, uvc are provided by addthis.com.</p> <ul style="list-style-type: none"> • LOC Is a geolocation cookie, which is used to help providers determine how users who share information with each other are geographically. • Ouid is used by AddThis to enable visitors to share content with a range of networking and sharing platforms. It is associated with the AddThis social sharing widget, which is only embedded in their site. • bt2 is used by the social sharing platform AddThis to keep a record of parts of the site 	<p>To refuse these cookies, please follow the instructions below under the heading "How can I control cookies?"</p> <p>Alternatively, please click on the relevant link below:</p> <ul style="list-style-type: none"> • Addthis.com: - https://www.addthis.com/privacy/opt-Out • LinkedIn: - https://www.linkedin.com/legal/cookie-policy and https://www.linkedin.com/psettings/guest-

	<p>that has been visited in order to recommend other parts of the site.</p> <ul style="list-style-type: none"> • Di2 allows website visitors to share content on website across popular social media networks. • Na_id sets a unique user id to track a user on a site. <p>__atuvc, __atuvs and at-lojson-cache-# are provided on www.trendmicro.com in relation to Addthis services. __atuvc, __atuvs are used by addthis sharing widget to show the share count of an article. at-lojson-cache-# is used by store various data of the plugin. www.addthis.com/privacy/terms-of-service/</p> <p>bscookie is provided by www.linkedin.com in relation to LinkedIn Ad Analytics services. It is used for Sign-in with LinkedIn and/or for LinkedIn follow feature on 3rd party websites. https://www.linkedin.com/legal/privacy-policy</p> <p>RT is provided by LinkedIn in relation to the LinkedIn service. It is used for Sign-in with LinkedIn. www.linkedin.com/legal/privacy-policy</p> <p>personalization_id is provided by twitter.com. It is used on sites that share Twitter content and with Twitter share plugin. https://twitter.com/en/privacy</p> <p>HSID, LOGIN_INFO, PREF, SAPISID and VISITOR_INFO1_LIVE are provided by .youtube.com in relation to the YouTube (Google) service. They are all used for targeting/advertising purposes and expire after 2 years.</p>	<p>controls/retargeting-opt-out?trk=microsites-frontend_legal_cookie-policy</p> <ul style="list-style-type: none"> • Twitter: https://help.twitter.com/en/rules-and-policies/twitter-cookies • YouTube/Google: http://tools.google.com/dlpage/gaoptout?hl=en and https://policies.google.com/privacy?hl=en-GB&gl=uk
<p>Additional Cookies:</p>	<p>WebsiteJSESSIONID is provided by event.on24.com in relation to the on24.com webinar platform service.</p>	<p>To refuse these cookies, please follow the instructions below under the heading "How can I control cookies?"</p>

	<p>apex_MyG2PortalRegion and WelcomeToG2 are provided by .success.trendmicro.com. Apex_MyG2 is used to set the users location so they will return to the same page.</p> <p>CookieDuration1 and SurveyInterval1 are provided by esupport.trendmicro.com.</p> <p><u>JAPAN ONLY</u></p> <p>UserName_JA and RememberMe_JA are provided by www.trendmicro.com.</p>	<p>Alternatively, please click on the relevant link below:</p> <ul style="list-style-type: none"> on24.com: https://www.on24.com/on24-cookie-policy/
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What about other tracking technologies, like web beacons?

Cookies are not the only way to recognise or track visitors to a website. We may also use other, similar technologies from time to time, like web beacons (sometimes called "tracking pixels", "single pixels" or "clear gifs"). These are tiny graphics files that contain a unique identifier that enable us to recognise when someone has visited our Websites. This allows us, for example, to monitor and analyse the traffic patterns of Website visitors from one page within our Websites to another, to deliver or communicate with cookies, to understand whether the visitor has come to our Websites from an online advertisement displayed on a third-party website and to improve Website performance.

The data collected helps us to learn what information is of most interest to our customers and what our customers would most like to see. You can opt-out of the Website analysis by disabling JavaScript on your computer, but you should be aware that some of the features on our Website will not work when this is disabled.

Do you serve targeted advertising?

Third parties may serve cookies on your computer or mobile device to serve advertising through our Website. These companies may use information about your visits to this and other websites in order to provide relevant advertisements about Trend Micro Products and Services that are most relevant to you. They may also employ technology that is used to measure the effectiveness of advertisements. This can be accomplished by them using cookies or web beacons to collect information about your visits to this and other websites in order to provide relevant advertisements about goods and services of potential interest to you. The information collected through this process does not enable us or them to identify your name, contact details or other personally identifying details unless you choose to provide these.

How can I control cookies?

To choose your cookie preferences (whether to accept or reject cookies etc.), click on the appropriate opt-out links provided in the cookie table above.

You can set or amend your web browser controls to accept or refuse cookies. If you choose to reject cookies, you may still use our Website though your access to some functionality and areas of our Website may be restricted. Rejecting cookies may affect your ability to use some of our Websites. As the means by which you can refuse cookies through your web browser controls vary from browser-to-browser, you should visit your browser's help menu for more information.

In addition, most advertising networks offer you a way to opt out of targeted advertising. If you would like to find out more information, please visit <http://www.aboutads.info/choices/> or <http://www.youronlinechoices.com>.

How often will you update this Cookie Notice?

We may update this Cookie Notice from time to time in order to reflect, for example, changes to the cookies we use or for other operational, legal or regulatory reasons. Please therefore re-visit this Cookie Notice regularly to stay informed about our use of cookies and related technologies.

The date at the top of this Cookie Notice indicates when it was last updated.

Where can I get further information?

- If you are based **outside the EEA**, if you have any questions about our use of cookies or other technologies, please contact us using the details below:

Trend Micro Privacy Program
Trend Micro Incorporated
c/o Legal Department
225 East John Carpenter Freeway
Suite 1500
Irving
TX 75062
USA
E-Mail: legal_notice@trendmicro.com

- If you are based **inside the EEA**, you can contact Trend Micro's Data Protection Officer using the details below:

GDPR DPO:
Trend Micro (EMEA) Limited
Lianne Harcup
Median House
IDA Business & Technology Park
Model Farm Road
Cork
Ireland
Telephone: +44 203 54 93 304
E-Mail: gdpr@trendmicro.com