

Cookie Policy

This Cookie Policy was last modified and is effective as of 25 September 2026.

This Cookie Policy includes information regarding how Rubrik and its affiliates (“we” or “Rubrik”) use cookies and other similar technology on www.rubrik.com and other websites operated by Rubrik or any acquired entity that links to this Cookie Policy (collectively, our “website”). Where an affiliated or acquired entity's site uses a different cookie consent tool, that site's banner or footer link will direct you to the applicable settings. For information about how we collect, use and disclose personal data more broadly, please refer to the Rubrik [Privacy Policy](#).

Please note that this Cookie Policy will be updated from time to time, and you are encouraged to periodically review this Cookie Policy to stay informed of any updates. The Cookie Policy is available in multiple languages. In the event of any inconsistency, the English version shall prevail and be treated as the authoritative and most current version. You can view and download a copy of the English version [here](#).

We may place cookies and other similar technology on your device, including any mobile device, in accordance with applicable laws and your preferences set on our cookie manager. Strictly necessary cookies will always be turned on, as they are necessary for your device to work properly with our website, and you can always choose which other types of cookies you are willing to accept on your device. Depending on your settings, the following information may be collected through cookies or similar technology: your unique device identifier, or a randomized unique identifier (used for analytics purposes), mobile device ID, your IP address, information about your device's operating system, mobile carrier and your location information (to the extent permissible under applicable law).

What are cookies and similar technologies?

Cookies are text files placed on your device to store data that can be recalled by a web server in the domain that placed the cookie. Cookies may be session or persistent and have lots of different jobs, including remembering preferences, making our website operational and generally helping improve the user experience. Analytics cookies help us understand our website interactions. Cookies that are set directly by Rubrik are called first-party cookies, which means the data is not shared to any third party unless that third party is acting on our behalf to perform a service for Rubrik. This includes cookies set by various Adobe Analytics products we use. We also use third-party cookies, as described further below.

We may also use “web beacons” where permitted by law to help deliver cookies and gather usage and performance data. Web beacons are small image files that may be used in conjunction with cookies to monitor performance of Rubrik's email marketing activity, such as confirming that the email was successfully delivered, opened or if you clicked a link within the email. Unlike cookies, web beacons do not store information on your device, but they may be used to collect information about your interaction with our sites. Conversion pixels are small codes located on a particular web page which are triggered when someone visits a page resulting in an increase in the conversion count. We also use third-party cookies, which are cookies from a domain different from the domain of the website you are visiting and are used for advertising and marketing efforts.

Sometimes instead of using cookies (read by servers), information is saved via local and session storage objects on your device (read by browsers). Session storage is usually associated with authentication requests, passwords and things like language preferences. It is only active during your session and when you close your browser or open a new browser tab the data in the session storage object expires and can't be read by the web server. Local storage is similar to session storage, however, local storage does not expire when you close your browser window and stays there until you delete it.

We may also use session replay technologies such as ContentSquare on our website that employ cookies or similar technologies to help us understand how users interact with our website by creating a replay of your session. We use this data to identify and fix technical issues and improve site usability. This data is integrated with our Adobe Analytics Products.

Do we use any third-party cookies?

When using our website, you may be directed to other websites or embedded content within our website to engage in voluntary activities such as participating in surveys, applying for a job, or viewing content and engaging with certain website features. These websites may use their own cookies, web beacons and other tracking and storage technologies that are not connected to our cookie consent manager and are capable of tracking your browser across other sites and building up a profile of your interests. This may impact the content and messages you see on other websites you visit. We do not have control over the placement of cookies by other websites you visit, even if you are directed to them from our website.

We may also use third-party cookies to enable the sharing of content on social media, and to monitor performance of our advertising campaigns or to run target ads. These cookies fall within the advertising and social media category and only drop with consent, if applicable by law. These cookies may collect information about your interaction with our sites, such as the pages you visit, the links you click on and how long you are on our sites. They may also combine this with other information and may track you across the websites you visit. For more information on how some of these companies collect and use information on our behalf, please refer to their privacy policies: [Meta and Instagram Privacy Policy](#), [Microsoft Privacy Statement](#), [Marketo Privacy Policy](#), [LinkedIn Privacy Policy](#), [Google Privacy Policy](#), [Influ2 Privacy Policy](#), [6Sense Privacy Policy](#) and [X Privacy Policy](#). The list of cookies that may be used on our websites can be found within our cookie consent manager.

Under certain privacy laws, sharing of cookie and browsing data with third-party service providers may be considered a “sale” or “sharing” of personal data. If you prefer not to have your personal data shared in this way, you can manage your preferences at any time by opting out of analytics, advertising, and social media cookies through our cookie consent manager.

What if I don't want cookies or similar technologies to collect my personal data?

Strictly necessary cookies are placed on the basis of our legitimate interest in operating and providing users with a functional and secure website. For all other cookies (analytics, performance and functionality, and advertising and social media), we rely on your consent as the legal basis for processing. Where required by applicable law, we obtain your consent before placing these optional cookies. We separate them by purpose so that you may consent to certain categories by configuring your preferences in ‘Cookie Settings’. You have the right to withdraw your consent to optional cookies at any time by adjusting your preferences in your cookie settings, without affecting the lawfulness of processing based on consent before its withdrawal.

You may also accept or adjust your choices through our cookie consent manager which pops up when you first visit our website. Certain features of our website and products depend on cookies. Non-essential cookies are cookies other than strictly necessary cookies. If you choose to block cookies other than strictly necessary cookies, core website functionality will remain available. Certain features that depend on analytics or advertising cookies may be limited, but you will not be denied access to our website for declining non-essential cookies. If you choose to delete cookies, any settings and preferences controlled by those cookies, including advertising preferences, are deleted and will need to be recreated. When our cookie consent manager appears, you will be presented with equally prominent options where required by law to accept or reject non-essential cookies. You may also configure your preferences by category.

In addition, if you want to remove existing cookies from your device or block them in the future, you can do this using your browser options or by clicking on the applicable “cookie settings” button

below. Please bear in mind that deleting and blocking cookies may have an impact on your user experience. We do not respond to Do Not Track browser signals. Our consent manager does recognize Global Privacy Control settings when enabled on your browser.

How long do cookies remain on my device?

A cookie or similar technology will exist for different periods of time depending on the purpose of the cookie. For example, a session cookie which enables our websites to operate will only exist on your device while you browse our website, but persistent cookies will remain on your device for a period of time as defined by the cookie itself, or until you delete the cookies, or change your cookie preference settings. Examples of persistent cookies include cookies that may be used to remember your preferences so that the website can recognize you when you return.

What types of cookies does our website use and why?

Our main purpose for using cookies is to identify users and user behavior so that we may provide content and offers based on your user profile, to the extent legally permissible in certain jurisdictions. We use cookies and similar technologies for storing and honoring your preferences and settings, enabling you to sign in, combating fraud, analyzing how our products perform, and fulfilling other legitimate purposes. Cookies can also help to ensure that the advertisements you see online are more relevant to you and your interests and are solely used for marketing personalization. We and our advertising partners use cookies and similar technologies to identify if you have visited our site to show you relevant advertising (including advertising about our products) on other websites you visit. In addition, using analytics cookies helps us to facilitate or track your interaction on our website and with our online content. You may update your preferences at any time through our cookie consent manager.

Data Transfers

Data collected through cookies may be transferred to jurisdictions where Rubrik or its service providers operate. Where such transfers occur, we rely on appropriate safeguards. Please see Rubrik's [Privacy Policy](#) for more information.

Contact Us

If you have questions or concerns about our use of cookies or this Cookie Policy, please contact us at privacy@rubrik.com.