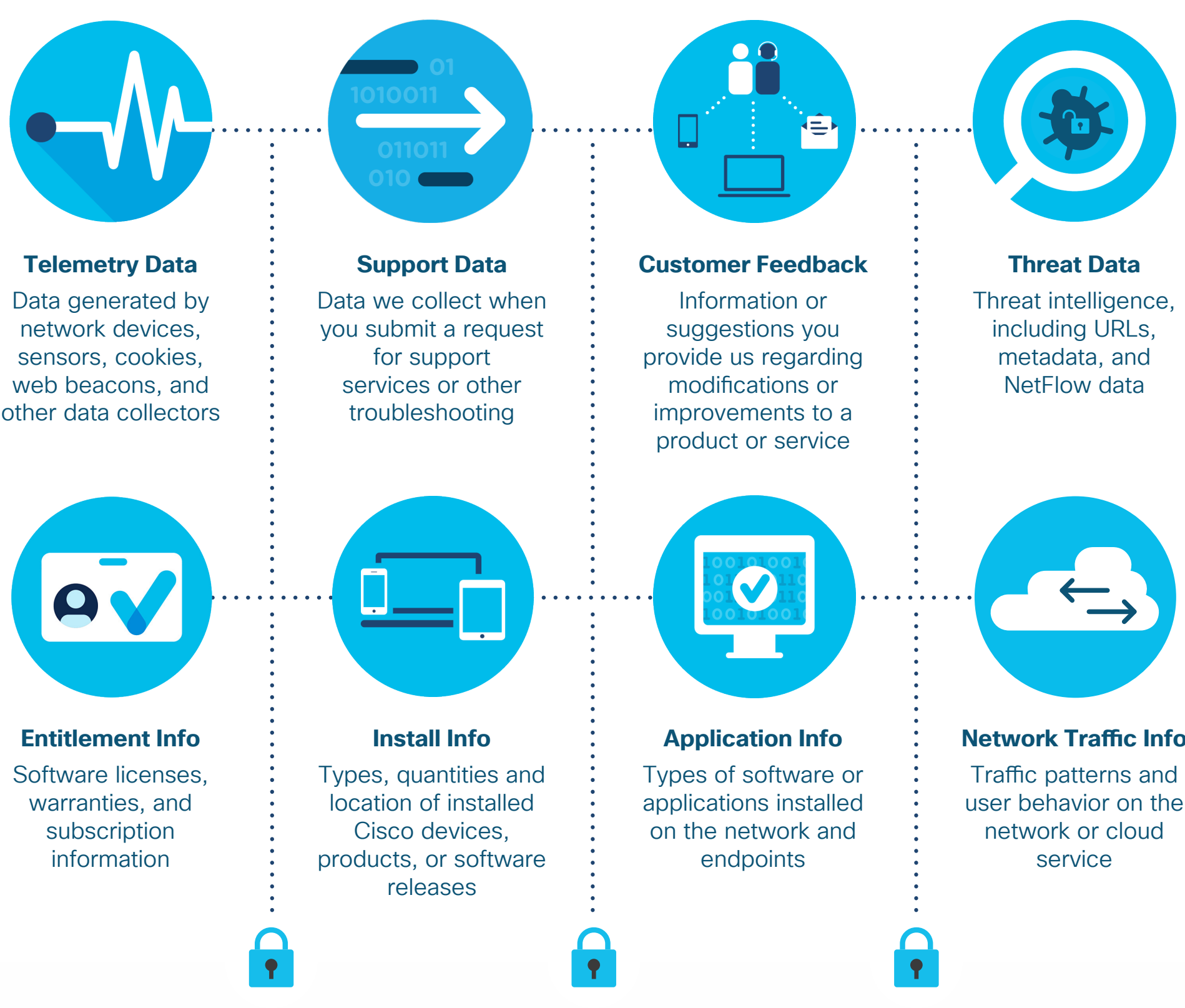# Data Privacy

## What is **Systems Information** and how do we protect it?

Systems Information (SI) is a combination of data that Cisco receives directly from our **solutions** and **data collection tools**, and information you provide to us about the Cisco **devices** installed in your network.

**Telemetry Data**
Data generated by network devices, sensors, cookies, web beacons, and other data collectors

**Support Data**
Data we collect when you submit a request for support services or other troubleshooting

**Customer Feedback**
Information or suggestions you provide us regarding modifications or improvements to a product or service

**Threat Data**
Threat intelligence, including URLs, metadata, and NetFlow data

**Entitlement Info**
Software licenses, warranties, and subscription information

**Install Info**
Types, quantities and location of installed Cisco devices, products, or software releases

**Application Info**
Types of software or applications installed on the network and endpoints

**Network Traffic Info**
Traffic patterns and user behavior on the network or cloud service

## Why does Cisco collect SI data?

To deliver and support your Cisco products and services, and to ensure we meet your business objectives today and in the future.

**Deliver Products and Services**
SI is needed for some of our products to function properly, or to be able to deliver certain services, advanced features, and support.

**Accelerate your ROI**
SI informs the insights, recommendations, consulting, training, and support that help you to maximize your technology investment.

**Manage our Relationship**
SI is used to manage entitlements, subscriptions, renewals, and to enhance communications between you, Cisco, and the partners you purchase from.

**Improve and Develop New Solutions**
SI shows us how our solutions are working and being used, which helps us to continually improve and develop new solutions to meet your evolving needs.

## How does Cisco share and protect the SI data we collect?

When it comes to managing your data, we adhere to our Cisco **Trust Principles** of trustworthiness, transparency, and accountability.

### Trust

SI is collected through a secure, connection and protected throughout the data lifecycle.

The Cisco **Secure Development Lifecycle** helps ensure trustworthy solutions with security and privacy built-in by design.

### Transparency

We only use SI for the limited objectives noted above.

SI that can be attributable to you is only shared with our trusted partners, distributors, and contractors who help us deliver solutions and services to you.

### Accountability

We hold ourselves and our partners accountable for the highest security and privacy standards.

Any Personal Data or Customer Content received while collecting SI is treated as such, and always consistent with applicable law and your contracts and agreements with us.

Systems Information is critical to our ability to deliver the products and services you purchase from us. However, we are transparent about these requirements so you are always in control of the data you wish to share.

Solutions
Systems Information
Services
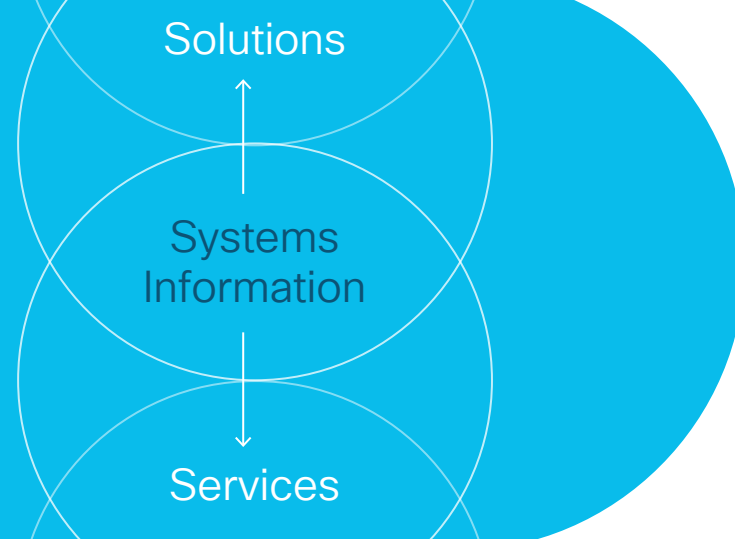
### How to learn more

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**.