



PSLT - Adobe Campaign Classic On-premise (2017v1.1)

1. Delivery Service Limitation.

- 1.1 **Email.** In order for Customer to execute the distribution of email campaigns using the On-premise Software, Customer must select a method of hosting the email delivery service. For example, Customer may elect to separately license Adobe Campaign Cloud Messaging On-demand Services.
- 1.2 **Channel.** Customer must license at least one Channel in order to use the On-premise Software. Some Channels may require third-party services to execute on the delivery of communications and Customer will need to purchase a third-party service to execute that delivery.

2. License Restrictions. If Customer elects a third-party to host the email delivery service for the distribution of email campaigns, then only the validly licensed On-premise Software base platform (without use of the Adobe Campaign mail transfer agent (MTA)) may be integrated with a third-party email service provider; use of the On-premise Software's MTA to redirect emails to a third-party MTA is strictly prohibited.

3. Production and On-premise Non-Production Instances. Customer is entitled to use one copy of the On-premise Software in connection with a single Production Instance. Customer may also use the On-premise Software in connection with On-premise Non-Production Instances for the sole purpose of testing evaluation, and development of the On-premise Software.

4. Monthly Reporting. The On-premise Software contains functionality that allows Adobe and Customer to receive reports on quantitative and other metrics that relate to Customer's usage of the On-premise Software. Customer is strictly prohibited from removing or modifying the Distributed Code that enables this functionality.

5. Compliance with Applicable Rules. Customer must comply with all Applicable Rules.

6. Definitions.

- 6.1 **"Applicable Rules"** means all applicable laws, guidelines, regulations, codes and rules and Industry Standard Best Practices in connection with Customer's use of the Products and Services.
- 6.2 **"Industry Standard Best Practices"** means Adobe Campaign Acceptable Use Policy located at www.adobe.com/legal/terms/aup.html or a successor website thereto.
- 6.3 **"Instance"** means the entirety of the binaries of the software combining to implement a unique Adobe Campaign database. This unique entity is characterized by a group of parameter settings defined in a parameter definition table (table xtk_entity). An Instance may be one of two categories: Production or Non-Production.
- 6.4 **"On-premise Non-Production Instance(s)"** means Instances intended: (A) for the operation of the On-premise Software and technology for the purposes of non-product development, configuration testing and evaluation; or (B) to allow reasonable testing and identification of data with a sufficient amount of data storage allocated to the Instance so that such Instance can have use of Customer's database on scale similar to the Production Instance of the On-premise Software.
- 6.5 **"Production Instance"** means an Instance intended for the operation of the hosted software and technology with a view to contributing to Customer's economic activity.

