



PSLT – Mix Modeler (2026v1)

1. **Customer Responsibilities.** Customer is solely responsible for:
 - 1.1 all testing of Customer Customizations, including but not limited to security testing;
 - 1.2 ensuring that all data ingested into Mix Modeler adheres to XDM standards;
 - 1.3 collaborating with Adobe staff or other consulting services provider, as and if contracted, to configure Mix Modeler Model(s);
 - 1.4 ensuring that all data ingested into Mix Modeler has been assigned the appropriate DULE label(s) and data usage policies;
 - 1.5 ensuring that Customer's configuration of Mix Modeler and data usage policies have been properly implemented, and are enforced as applicable, within the Products and Services in accordance with Customer's privacy policy, contractual rights and obligations, and consent-based rights; and
 - 1.6 ensuring that all necessary data subject rights, notices, and consents, or other valid legal bases, are obtained as required under applicable law or industry guidelines for the use of Mix Modeler.

Adobe will not be responsible for any failure in the operation or security of Mix Modeler caused by Customer Customizations or Customer's failure to meet the obligations outlined in sections 1.1 to 1.6 above.

2. **Data Retention.** Customer Data stored in the Data Lake and Mix Modeler will be retained during the License Term, subject to storage limits, until deleted by Customer.
3. **Paid Media Connectors.** Mix Modeler has certain features that allow Customer to connect Customer's Paid Media Connector accounts to the Products and Services. Customer authorizes Adobe, upon Customer's request, to access Customer's Paid Media Connector account(s) as reasonably necessary to submit, retrieve, and process Paid Media Connector data in connection with providing the Products and Services. Customer remains solely responsible for all activities occurring under its Paid Media Connector account(s). Adobe is not responsible for any fees, charges, or obligations arising from Paid Media Connector account(s) or any agreements made between Customer and its Paid Media Connector partners. Adobe may discontinue Customer's access to Paid Media Connectors at any time due to changes in connector availability.
4. **Additional Definitions**
 - 4.1 **"Customer Customizations"** means the customizations made to Mix Modeler by Customer or at Customer's direction. Customer owns (or, where applicable, must ensure it has a valid license to) Customer Customizations, subject to Adobe's underlying intellectual property in the Adobe Technology. Customer acknowledges and agrees that Adobe's access to Customer Customizations does not preclude Adobe from independently developing (without use of Customer Customizations) or acquiring similar technology without obligation to Customer.
 - 4.2 **"DULE"** means Adobe's Data Usage, Labeling and Enforcement governance framework.
 - 4.3 **"Summary-level Data"** means high-level data detailing how a group or object (e.g., consumers, campaigns, regions, etc.) interacts with or performs in conjunction with a Customer's business, which may be calculated by combining Event-level Data.
 - 4.4 **"Marketing Touchpoint"** is a selection of Event-Level Data that a User wishes to measure the relationship of against a Customer's selected key performance indicator (e.g., conversion goal[s]).
 - 4.5 **"Paid Media Connector"** means, as applicable, an API integration that allows customers to ingest third-party ad network, social media network, data management platform, search engine, website or application on which media may be directly purchased, or other digital advertising technology vendors of Customer, in each case including only those which are supported by Mix Modeler.

- 4.6 **“Event-level Data”** means Marketing Touchpoint or conversion data (e.g. conversions, sign-ups) at the event level that includes event timestamp, event IDs, and/or person IDs.
- 4.7 **“Mix Modeler Model”** means a machine learning model employed to measure and/or predict a specified outcome based on a Customer’s investments. Marketing Touchpoints and/or Summary-level Data may be used as an input and variants of Mix Modeler Models may be produced for different sets of variables, dimensions, and outcomes (such as revenue, units sold, leads, etc.).
- 4.8 **“XDM”** means the Experience Data Model documented at <https://github.com/adobe/xdm>.