



PSLT - Adobe Target (2022v1)

1. **Customer Implementation of Adobe Target Specific Distributed Code.** Customer must install the Distributed Code (as defined in the General Terms) specific to Adobe Target on every webpage, application, or property (e.g. Internet connected marketing channel such as a web site, domain, mobile application, e-mail, kiosk, or digital voice assistant) of each of the Customer Sites where Adobe Target Standard, Adobe Target Premium, Enhanced Personalization by Target, or Personalization Foundation Pack by Target is deployed.
2. **Data Retention.** The following Customer Data for Adobe Target may be permanently deleted by Adobe from Adobe's servers:
 - (A) Visitor profile data that is collected by the Adobe Target specific Distributed Code for use with Adobe Target functionality may be deleted after 90 days of profile inactivity; and
 - (B) Customer Site activity data, which is data related to the use of the Adobe Target functions, features, and campaigns, may be deleted after 12 months.