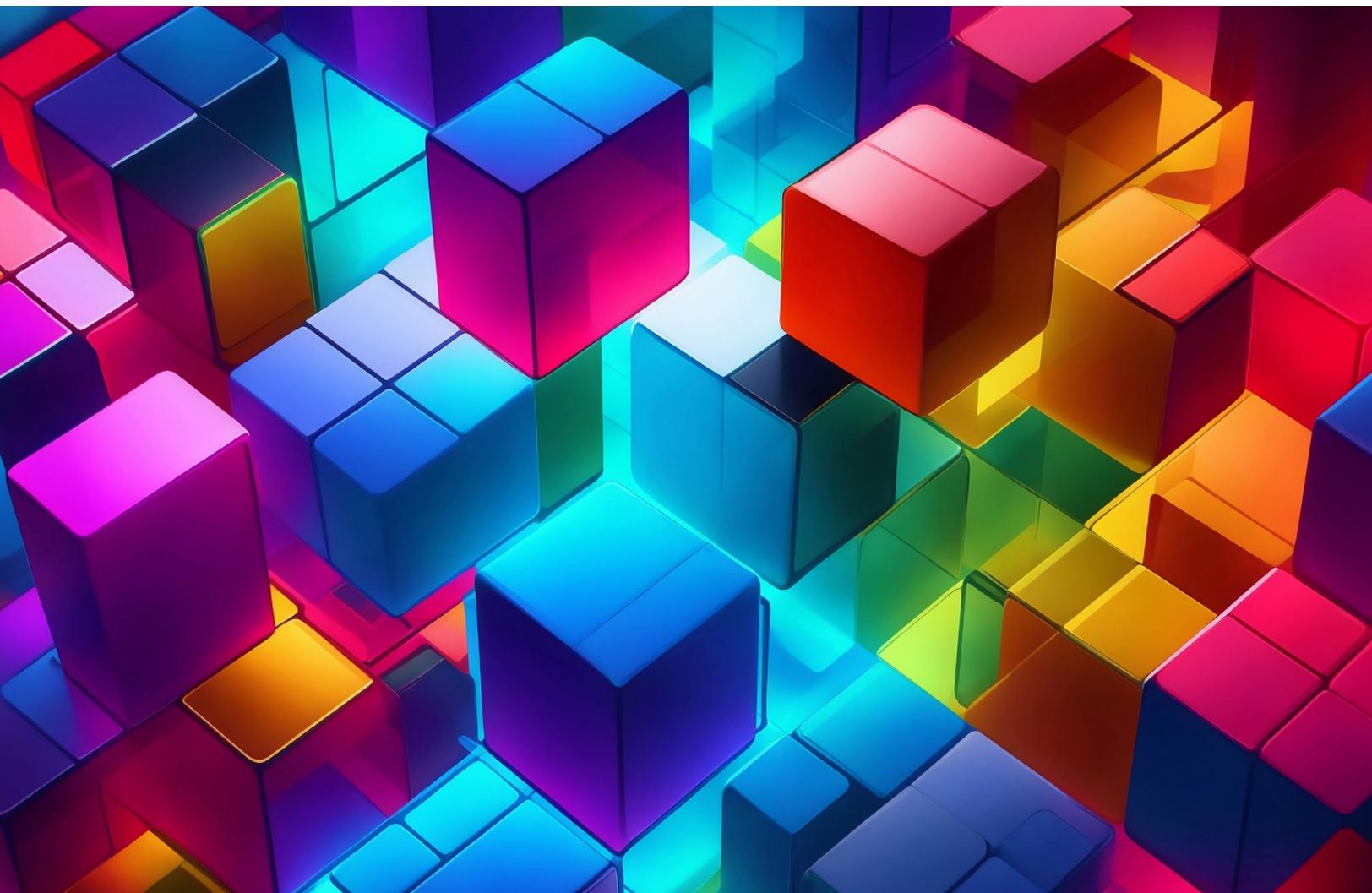**Adobe**

SECURITY OVERVIEW

Adobe Real-Time Customer Data Platform (CDP) Collaboration

February 2026

About Adobe Real-Time CDP Collaboration

Built on Adobe Experience Platform and powered by patent-pending Adobe Clean Sketch technology, Real-Time CDP Collaboration is a purpose-built data collaboration application that lets brands connect with advertisers and publishers — from connected TV to commerce media — to find high-value audiences while prioritizing privacy.

For more information regarding Adobe Experience Platform, please see the [Adobe Experience Platform Security Overview](#).

About Adobe Clean Sketch technology

Adobe Clean Sketch technology enables privacy-preserving data collaboration by abstracting customer data into compact probabilistic aggregates — often just tens of kilobytes, even when representing over 100 million records — built around match keys, such as hashed emails or IP addresses. These sketches, generated from cloud sources or natively within Real-Time CDP, support union, intersection, and membership queries without exposing or moving raw data. By standardizing data into this interoperable format, advertisers, publishers, and partners can securely execute audience insights, overlap, expansion, activation, and measurement use cases across clouds and regions

Real-Time CDP Collaboration components

Real-Time CDP Collaboration includes the following key components:

- **Real-Time CDP Collaboration user interface (UI)** – Enables customers to interact with the services and data store in Real-Time CDP Collaboration.

- **Real-Time CDP Collaboration services** – Generate aggregate insights, facilitate activation of workflows, and track and report credits consumed for each activity within the platform. Services include:

  - Activation – Writes overlapped audiences to a destination, such as a cloud store or Real-Time CDP

  - Adobe Clean Sketch generation – Turns row-level data accessed via the sourcing service into aggregated sketches that are then used by the insights, activation, and measurement services

  - Sourcing – Allows customers to connect their audience and measurement data sets to Real-Time CDP Collaboration

  - Audience Insights – Joins audiences of two collaborating customers using common match keys to generate aggregated insights (for example, overlaps and index scores)

  - Measurement Insights – Joins measurement data sets (for example, ad exposures and conversion events) of two collaborating customers to generate measurement reports

  - Credit Tracking – Tracks customer credit spending using one or more of the services above (typically based on the number of rows processed)

- **Real-Time CDP Collaboration data store** – Stores Adobe Clean Sketches and relevant data sets for audience or measurement insights

- **Data Clean Room** – Allows two or more parties including brands, publishers, and platforms to consolidate their first-party data in order to run analysis and generate insights without exposing any party's personally identifiable information

- **Third-party APIs** – Enable secure, automated access to privacy-safe insights and workflows, essential for closed platform marketing solutions like Amazon Marketing Cloud

Accessing Real-Time CDP Collaboration

To enable a user to access Real-Time CDP Collaboration, the customer's Adobe Admin must assign the necessary permissions to the user within both the Adobe Admin Console and the Permissions UI. Users with the appropriate role-based access permissions can configure resources as needed.

Upon logging into Real-Time CDP Collaboration, users can set up their collaboration account that represents the business unit within their broader organization (for example, the advertising business unit or the publishing business unit). Only users with required permissions can perform this step. For more information on access control and managing roles, please see Experience League.

Real-Time CDP Collaboration authenticates users with Adobe Identity Management Services (IMS) and enforces authorizations with the AEP Access Control Service. For more information about Adobe IMS, please see the Adobe Identity Management Services Security Overview.

Data encryption

- **In Transit** – All data is encrypted in transit over HTTPS using TLS 1.2 or greater.

- **At Rest** – Any data stored by Real-Time CDP Collaboration is encrypted at rest using AES 256-bit encryption.

Security architecture and data flow

The diagram below illustrates how data flows in Real-Time CDP Collaboration:
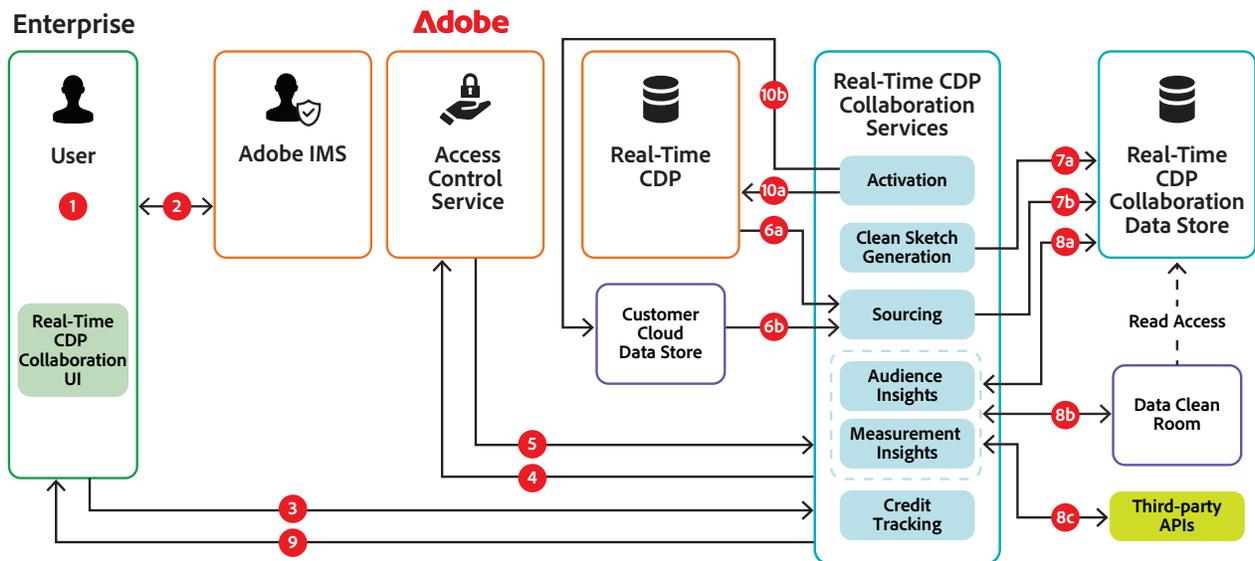
Figure 1: Real-Time CDP Collaboration data flow diagram

Data flow narrative

Step 1: The user logs in to the Real-Time CDP Collaboration user interface using their Adobe credentials.

Step 2: The Real-Time CDP Collaboration user interface forwards the request to Adobe Identity Management Services (IMS), which verifies the user's credentials.

Step 3: Upon successful authentication, the user can select the relevant collaboration actions, such as activate audiences, source audiences, view audience insights, run measurement reports, and view credit activity. All actions are supported by the underlying Real-Time CDP Collaboration services.

Step 4: Real-Time CDP Collaboration services send the user request to the AEP Access Control Service to confirm that the user is entitled to complete the requested action.

Step 5: The AEP Access Control Service confirms or rejects the access request by checking for role-based access. If confirmed, the user can proceed with the desired action. If rejected, the user receives an error message informing them that they do not have the necessary permissions.

Step 6a: Customers can configure the sourcing service to access audience and/or measurement data from Real-Time CDP. Data refresh can be configured between one (1) and six (6) days based on the user's preferences. Opt-outs can also be systematically removed as part of the sourcing setup. For more information, please see Experience League.

Step 6b: Alternatively, customers can configure the sourcing service to connect to their cloud data store to access audience and/or measurement data. Data refresh can be configured between one (1) and six (6) days based on the user's preferences. Opt-outs need to be pre-processed by the user within their cloud warehouse environment.

Step 7a: The Adobe Clean Sketch generation service turns audience and/or measurement data to clean sketches and sends the clean sketches to the tenant-separated Real-Time CDP Collaboration data store. Adobe Clean Sketch generation occurs based on the refresh schedule configured by the customer, and sketches have a time-to-live (TTL) of seven (7) days and are deleted, unless refreshed.

Step 7b: For some publishers[1], the sourcing service makes audience and/or measurement data accessible to a tenant-separated data clean room (DCR) between Adobe and the publisher. Customer data remains within Adobe-managed infrastructure. Time-to-live (TTL) is seven (7) days after which data is deleted by the system, unless refreshed.

Step 8a: Real-Time CDP Collaboration services connect to the Real-Time CDP Collaboration data store to join audience and/or measure clean sketches across tenants (based on user request), and generate aggregated insights[2] (for example, audience overlaps, attributed conversion).

Step 8b: Real-Time CDP Collaboration services connect to the data clean room (DCR) to join audience and/or measurement data sets, and generate aggregated insights (for example, audience overlaps and attributed conversions).

Step 8c: For platform integrations, Real-Time CDP Collaboration services call relevant third-party APIs to generate aggregated insights.

Step 9: Real-Time CDP Collaboration services return the aggregated insights to the Real-Time CDP Collaboration UI, which are then displayed to the user. Insights can include audience overlaps, audience index scores, campaign delivery metrics (reach/impression/frequency), and campaign outcomes (attributed conversions).

Step 10a: When a user initiates an audience activation, the overlap of their audiences (joined based on common match keys) is sent to Real-Time CDP as an external audience with a configurable, pre-set TTL (up to 30 days).

Step 10b: Alternatively, users can initiate an audience activation to a customer's cloud data store.

For more information on Real-Time CDP Collaboration use cases, please see [Experience League](#).

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[1] For more information, please contact your Adobe account manager.
[2] Cross-party insights and data analysis are not supported.

Data retention

Any data set stored in Real-Time CDP Collaboration has a time-to-live (TTL) of seven (7) days. If data sets are not refreshed within that timeframe, they will be deleted and no longer usable.

Data processing and storage locations

Real-Time CDP Collaboration

All server-side components of Real-Time CDP Collaboration and corresponding data storage are located in the same geographical region as the customer's AEP service infrastructure, determined upon provisioning. Adobe hosts all components of Real-Time CDP Collaboration in AWS. For more information, please review [Experience Cloud Hosting Locations](#).

Questions?

If you have any additional questions about the security posture and capabilities of Real-Time CDP Collaboration, please contact your Adobe account manager. For all other questions about Adobe's security programs and processes and compliance certifications, please see the [Adobe Trust Center](#).