



## Adobe PDM – Adobe Campaign Managed Services (2015v1)

The Products and Services described in this PDM are Managed Services and are governed by the terms of the General Terms, the Exhibit for On-demand Services and Managed Services, this PDM, and the applicable Sales Order.

This PDM covers the following Products and Services:

Name of Products and Services	Type of Software or Service
Adobe Campaign Managed Services - Premium Bundle	Managed Services
Adobe Campaign Managed Services - Ultimate Bundle	Managed Services
Adobe Campaign Managed Services Add-ons: <ul style="list-style-type: none"> <li>• Survey Manager (for Premium Bundle)</li> <li>• Campaign Marketing Analytics (for Premium Bundle)</li> <li>• Campaign Optimization (for Premium Bundle)</li> <li>• Add-on Email Rendering (for Premium Bundle)</li> <li>• Add-on Channel (for Premium Bundle)</li> <li>• Distributed Marketing (for Premium or Ultimate Bundle)</li> <li>• Leads Management (for Premium or Ultimate Bundle)</li> <li>• Transactional Messaging Servers (for Premium or Ultimate Bundle)</li> </ul>	Managed Services

### PRODUCT SPECIFIC LICENSING TERMS

#### Adobe Campaign (“AC”) Managed Services

##### 1. Customer Customizations

- 1.1 **Pre-Production Instance.** Customer may make customizations to the Pre-Production Instance, test those customizations, and then have Adobe include those customizations in the Production Instance as Customer Customizations.
- 1.2 **Production Instance.** Customer may not make additional customizations to the Managed Services in the Production Instance. If Customer desires to make any additional Customer Customizations to the Managed Services, the following will apply:
  - (A) Customer requests that Adobe launch a Pre-Production Instance where Customer may implement and test the desired additional customizations;
  - (B) Adobe will continue to simultaneously run the Production Instance of the Managed Services (with the previously implemented Customer Customizations) while Customer’s desired additional customizations are developed, implemented and tested on the Pre-Production Instance;
  - (C) Once Customer’s desired additional customizations have been tested in the Pre-Production Instance, those additional customizations can be included in the Production Instance as Customer Customizations.
- 1.3 **Runbook.** In order to benefit from the best quality of service, Adobe strongly recommends that Customer provide a Runbook to Adobe; such Runbooks must be provided to Adobe prior to the Production Phase. Customer is responsible for the completeness and accuracy of the Runbook, including the listing of all

Customer Customizations in such Runbook. Adobe will not be responsible for any defect, failure or downtime in the Managed Services caused by any of the following: (A) Customer Customizations; (B) Customer's failure to provide a Runbook to Adobe; (C) errors in the Runbook provided to Adobe; or (D) Customer's failure to follow the terms of this Section 1 (Customer Customizations).

1.4 **Security Testing.** Customer is solely responsible for all security testing of Customer Customizations, and Adobe has no obligations in connection with any failure or defect caused by Customer Customizations, errors in the Runbook or Customer's failure to follow the terms of this Section 1 (Customer Customizations). Customer will defend and indemnify any Claims brought against Adobe, its Affiliates (and directors, employees, or agents of Adobe or its Affiliates), and third-party providers that arise in connection with any Customer Customizations.

2. **Outsourcing and Third Party Access.** In addition to the terms of Section 4 (Outsourcing and Third-Party Access) of the General Terms, the following will apply:

2.1 Customer will allow third-party contractors with access to the Managed Services (including logins and passwords) only:

(A) during Pre-Production Phase; and

(B) if Customer has a confidentiality agreement in place with such third-party contractor that is at least as protective as the terms described in this Agreement.

2.2 If during the License Term, Customer learns that its third-party contractor is, has become, or plans on becoming a direct competitor of Adobe for the applicable Managed Services, then Customer will immediately terminate such third-party contractor's access to the Managed Services and to any other Confidential Information of Adobe.

2.3 Customer will remain liable for any acts or omissions of its third-party contractors. Customer will defend and indemnify any Claims brought against Adobe, its Affiliates (and directors, employees, or agents of Adobe or its Affiliates), and third-party providers that arise in connection with any acts or omissions of any third-party contractors to whom Customer has allowed access to the Managed Services. The Limitation of Liability provision in the General Terms does not apply to Customer's obligations under this section.

2.4 Adobe may deny access to any third-party contractor it deems is adversely impacting the Managed Services or other Managed Services Users.

3. **USE OF ONLINE SERVICES.** The Managed Services may facilitate Customer's access to APIs or other websites maintained by Adobe or its affiliates or third parties offering services (collectively, "**Online Services**"). Use of such Online Services may be subject to additional terms and conditions. EXCEPT AS EXPRESSLY AGREED BY ADOBE OR ITS AFFILIATES OR A THIRD PARTY IN A SEPARATE AGREEMENT, CUSTOMER'S USE OF ONLINE SERVICES IS AT ITS OWN RISK.

4. **Image Video Serving.** Image Video Serving may be used only to serve images or video embedded within an email. Any other use of Image Video Serving is strictly prohibited.

5. **SMS Delivery Service Limitation.** Adobe Campaign Managed Services do not include third party services that may be required to execute on the delivery of communications through the SMS. If Customer has a valid license to use the SMS Channel, Customer will need to purchase a third party service to distribute text messages through the SMS Channel, or when using text messaging through the Transactional Messaging capability.

6. **Over-usage of Dedicated IT infrastructure and Performance Degradation.** If Customer overuses allocated infrastructure resources as specified in the applicable Sales Order, then system performance is likely to degrade and possibly lead to system failure depending on circumstances and the nature of the over-usage. Under circumstances of Customer over-usage, Adobe will not be responsible for degraded performance or system failures. Adobe also is not responsible for the non-delivery of email messages that occur due to email address errors, hard bounces, soft bounces, email filters of mail clients, email blacklists, etc. The foregoing types of errors (email address errors, hard bounces, soft bounces, reputation of customer over time, email blacklists, etc.) can also, in general, adversely impact email delivery performance and Adobe is not liable for degradation caused by such errors.

7. **Compliance with Applicable Laws and Regulations related to Campaigns.**

7.1 Customer agrees to comply with all laws and regulations in connection with the use of the Managed Services described in this PDM, including but not limited to the following:

- (A) The Customer will provide Recipients with the means to unsubscribe and therefore no longer receive commercial email communications.
- (B) The Customer will refrain from sending unsolicited email communications.
- (C) Communications will not contain information construed to be pornographic, defamatory, libelous, hate speech, or racist.
- (D) The Customer will populate the "From" and "Subject" fields of the email communications with true, accurate and unambiguous information.
- (E) The Customer will use reliable authentication techniques (e.g., SPF/senderID, DK/DKIM) for the domain names used to send email communications.

7.2 Customer is solely responsible for obtaining any necessary clearances, consents and approvals from end users under Applicable Rules for any data gathered through Adobe Campaign. Customer acknowledges that third-party terms and conditions may apply with respect to the use of Adobe Campaign in connection with social media platforms, wireless carriers, or other third-party platforms (such as device operating systems) or third-party services; Customer is solely responsible for complying with any applicable third-party terms and conditions. For example, if Customer utilizes the SMS or MMS Channel, Customer is responsible for complying with Applicable Rules (for example, the terms of the Mobile Marketing Association Code of Conduct) and applicable third-party terms and conditions (for example, applicable policies of wireless carriers). The foregoing is provided as a non-exhaustive example only, and it is Customer's sole responsibility to comply with all Applicable Rules. Customer further acknowledges that Adobe is only acting as a "data processor" or a "data intermediary" on behalf of Customer, and that Customer is the "data controller" or equivalent under applicable privacy and data protection laws (including EU Directive 95/46 if Customer is a resident of the EU).

7.3 Adobe has the right to suspend the Adobe Campaign Managed Services, in whole or in part, immediately upon written notice to Licensee, if Licensee fails to comply with Sections 7.1 and 7.2 of this PDM. In Adobe's reasonable discretion, the Adobe Campaign Managed Services will be reinstated following Customer's remediation of its non-compliance with Sections 7.1 and 7.2 if Customer provides the necessary supporting documentation of its remedy to Adobe.

**8. Upgrades or Updates to Adobe Campaign Managed Services.** Adobe will provide Customers with access to generally available upgrades and enhancements to the enabled features of Adobe Campaign Managed Services without additional fees. With some new releases or upgrades to the enabled features of Adobe Campaign Managed Services, Customer may need to purchase consulting services or professional services if it chooses to migrate its prior Customer Customizations to the new release or upgrade.

**9. Termination.** Notwithstanding anything set forth in the General Terms, if Adobe determines, in its sole judgment, that Customer's deployment of the Managed Services contains a material risk to the security of Adobe, any customer of Adobe, or to the continued normal operation of other Adobe customers, then Adobe may at any time, upon written notice to Customer, immediately terminate or suspend Customer's access, in whole or in part, to the Managed Services, until such risk is resolved. Adobe will use commercially reasonable efforts to mitigate any such security or operational risk prior to suspension or termination and only will look to such efforts as a final option to avoid such risks. Further, Adobe may terminate or suspend Customer's access, in whole or in part, to the Managed Services, if Adobe deems, in its sole judgment, that such termination or suspension is necessary to protect Adobe, its suppliers or its other customers from impact or liability under the security or operational risks discussed herein.

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## PRODUCT SPECIFICATIONS

AC Managed Services provide a platform for designing cross-channel customer experiences and provide an environment for visual campaign orchestration, real-time interaction management, and cross-channel execution. Adobe Campaign Managed Services will also provide the IT infrastructure required for Customer's use of Adobe Campaign and will manage the IT infrastructure for Customer's installed Production and Pre-Production Instances of Adobe Campaign.

### 10. Adobe Campaign Managed Services – Premium

10.1 **License Metric.** Adobe Campaign Managed Services – Premium is licensed for a base licensing fee per bundle. In addition, Customer is charged a fee per 1000 Profiles. The applicable Sales Order specifies the bundle (i.e., Premium, or Ultimate) and the designated number of Profiles.

- 10.2 **Description.** The Adobe Campaign Managed Services Premium consists of the following components and functionality:
- (A) **Channel(s):** This capability provides a distinct mode of communication between Customer and Recipients.
    - (1) **Bundle Specifics.** The Premium bundle includes 3 Channels: email, direct mail, and one more of Customer's choosing.
      - (a) **Email Channel.** The email Channel provides functionality for email campaign creation, reporting, and management of webmail, desktop and mobile email clients.
      - (b) **Direct Mail Channel.** The direct mail Channel provides functionality for direct mail execution by creating files to be sent to Customer's designated third party publishing or printing service.
      - (c) **Customer-selected Channel(s).** In addition to the email and direct mail Channels, the Premium bundle includes one additional Channel of Customer's choosing. This third, Customer-selected Channel may be designated in the applicable Sales Order or otherwise confirmed by Customer's initial use of a third Channel. In addition, Customer may add a 4<sup>th</sup> Channel to the Premium bundle if it purchases an Add-on Channel. Customer may not change selected Channel(s) without Adobe's prior written consent.
  - (B) **Email Rendering.** This capability enables the previewing of Customer's email communications in various email client environments (e.g., Gmail, Yahoo mail, AOL mail, etc.) on various types of devices (e.g., smartphone, tablet, desktop, etc.). Customer uses one Email Rendering each time Customer previews the content of a template email in various email client environments. Unused Email Renderings do not rollover into the next year. Overages will be charged fees in arrears at the then-current list price. Customer may purchase additional Add-on Email Renderings in advance.
    - (1) **Bundle Specifics.** The Premium bundle includes 1500 Email Renderings per year.
  - (C) **Transactional Messaging.** This capability allows Customers to control and optimize transactional messages. With Transactional Messaging, Customers have the ability to respond to requests of Customer's customers in real-time and provide information relevant to the customer interaction. For example, the Transactional Messaging capability allows a Customer to send purchase confirmations, password reset and confirmation, cart abandonment, order status or retargeting messages. The Premium bundle includes the capability to respond in real time using the email Channel and other Customer-selected Channel(s); Customer must license sufficient Transactional Messaging Servers to leverage this capability. Note that Transactional Messaging works with the following Channels: email, SMS, and mobile app.
  - (D) **Campaign Management Platform.** This capability provides drag-and-drop workflow and report building for delivery of the campaign and related content. Campaign management also includes functionality to assist in management of internal resources through Marketing Resource Management as further described below.
  - (E) **Marketing Resource Management (MRM):** This capability allows marketing teams to create integrated marketing plans and calendars; assign budgets, resources and tasks; and monitor progress (e.g., scheduling, calendaring, and Recipient contact rules, such as fatigue rules).
  - (F) **Outbound Interactions.** This capability features an offer recommendation engine and allows for the real-time assembly and embedding of dynamic offers into outbound Channels by leveraging customer's business rules (e.g., parameters around frequency, communication preferences, etc.). This capability presents offers based on individual's profile data including, for example, socio-demographic information, past actions, responses, and present behavior. The Premium bundle includes an unlimited number of Outbound Interactions.
  - (G) **Data Connectors.** This capability includes access to Adobe Campaign's plug-in connectors to various data management system providers (e.g., CRM vendors like SFDC, Oracle).
  - (H) **Response Manager.** This capability allows for the monitoring and measuring of the results of Customer's campaigns across Channels through configurable reporting.
  - (I) **RecipientEmail Distribution.** This capability enables execution of Customer's email campaign strategy through the sending of email messages that Customer has created in Adobe's hosted environment.

Customer can configure reports related to the distribution and delivery of its email campaigns. In addition, this capability includes Image-Video Serving.

## 11. Adobe Campaign Managed Services - Ultimate

11.1 **License Metric.** AC Managed Services Ultimate is licensed for a base licensing fee per bundle. In addition, Customer is charged a fee per 1,000 Profiles. The applicable Sales Order specifies the bundle (i.e., Standard, Premium, or Ultimate) and the designated number of Profiles.

11.2 **Description.** AC Managed Services Ultimate consists of the following components and functionality:

(A) **AC Managed Services Premium.** All components of the AC Managed Services Premium described above.

(1) **Bundle Specifics:**

(a) **Email Rendering.** The Ultimate bundle includes an unlimited number of Email Renderings per year.

(b) **Channels.** The Ultimate bundle includes all Channels available at the time of purchase, which currently includes email, direct mail, mobile app, call center, social, and SMS.

(c) **Transactional Messaging.** The Ultimate bundle includes the capability to respond in real time using the following Channels: email, SMS and mobile app.

(B) **Campaign Marketing Analytics.** This capability enables real-time operational reporting for monitoring and analyzing marketing campaign activities and performance. Marketing dashboards leveraging OLAP cubes provide Customer with tools to visualize and explore data and enable the discovery of factors impacting marketing results.

(C) **Survey Manager.** This capability allows the Customer to create surveys allowing the Customer to consolidate responses in real-time and act upon the results.

(D) **Campaign Optimization.** This capability allows the Customer to run simulations and modeling of campaign activities prior to execution of those activities, using the anticipated rules to be included at the time of execution. Campaign optimization also provides capabilities to assist with optimizing multiple campaigns across different Channels.

(E) **Inbound Interactions.** This capability allows for business rule-based, real-time assembly and embedding of dynamic offers in response to inbound channel communication (e.g., via web, call center, point of sale, or mobile app) from Customer's clients, prospects, or partners. Using this capability, Customer can present real-time offers based on individual's profile data including, for example, socio-demographic information, past actions, responses, and present behavior. The Ultimate bundle includes 36,000 Inbound Interactions per hour. Customer will be responsible for paying for any overages, which will be charged at Adobe's then-current list price in arrears, and any applicable hosting fees (see Section 13.7).

## 12. Add-on Capabilities for the Adobe Campaign Managed Services

AC Managed Services Add-ons are optional services that the Customer may license for the fees as set forth in the applicable Sales Order.

12.1 **Survey Manager (for Premium Bundle).** This Add-on capability allows the Customer to create surveys allowing the Customer to consolidate responses in real-time and act upon the results.

12.2 **Campaign Marketing Analytics (for Premium Bundle).** This Add-on capability enables real-time operational reporting for monitoring and analyzing marketing campaign activities and performance. Marketing dashboards leveraging OLAP cubes provide Customer with tools to visualize and explore data and enable the discovery of factors impacting marketing results.

12.3 **Campaign Optimization (for Premium Bundle).** This Add-on capability allows the Customer to run simulations and modeling of campaign activities prior to execution of those activities, using the anticipated rules to be included at the time of execution. Campaign optimization also provides capabilities to assist with optimizing multiple campaigns across different Channels.

12.4 **Add-on Email Rendering (for Premium Bundle).** This Add-on allows for the purchase of additional Email Renderings, in increments of 1,000. Customer needs to purchase the additional Email Renderings in advance of usage. Unused Email Renderings do not rollover into the next year. If Customer exceeds its

total Email Renderings limit, Adobe will be entitled to charge in arrears for over-usage based on the then-current list price.

- 12.5 **Add-on Channel (for Premium Bundle).** Adobe Campaign -- Premium Managed Services Customers may purchase an additional Channel. The Add-on Channel does not include third party services that may be required to execute on the delivery of communications through a particular Channel.
- 12.6 **Distributed Marketing (for Premium or Ultimate Bundle).** This Add-on capability enables a Customer that has various distributors, corporate marketers, local marketers, field sales, and marketing partners to understand and maintain brand standards throughout its organization, and allow for these various marketers to create campaign variations for the local market through a series of rules as set by the Customer's corporate marketing department. Distributed Marketing capability includes a central catalog of marketing campaign templates, including marketing campaigns that are initiated by corporate, with participation from local entities.
- 12.7 **Leads Management (for Premium or Ultimate Bundle).** This Add-on capability enables marketers to capture and score leads and prospects for cross-channel lead generation and prospecting. With this capability, a Customer can also connect the data within Adobe Campaign with external lead platforms (e.g., CRM or Salesforce.com integration) using AC's Data Connector capability.

**13. IT Infrastructure Hosting.** Adobe may use virtualization technologies at different layers to mimic the concept of dedicated resources (e.g., processing, networking, message center servers, etc.). Adobe uses Assumed Requirements to set up Customer's IT infrastructure to host the following, as applicable:

- 13.1 **Total Data Storage.** Total Data Storage is measured in Gigabytes (GBs). An annual fee for the Total Data Storage in GBs is set forth in the applicable Sales Order. The designated Total Data Storage is the aggregate size of all Instances (Production, Pre-Production, and Development/Testing) managed by Adobe. Adobe will charge, on a monthly basis, for over usage of the allotted Total Data Storage based on the contracted rate set forth in the applicable Sales Order
- 13.2 **IPv4 Addresses.** The total number of IPv4 addresses for the Production Instance and the applicable fees are set forth in the Sales Order. IPv4 addresses are NOT typically assigned to the Non-Production Instances. Customers can purchase additional IPv4 addresses and use them in Non-Production Instances but Adobe Professional Services may be required and associated fees may apply.
- 13.3 **Image - Video Serving.** Adobe provides Image-Video Serving capability as part of Adobe Campaign Managed Services. Image-Video Serving is measured, limited, and charged by the amount of networking bandwidth and space used in storing, serving and transmitting the digital assets (images, etc.). Image - Video Serving capacity is limited to a designated number of Gigabytes transmitted per month (GBs/month) as set forth in the Sales Order. If Customer exceeds the specified GB limit for Image-Video Serving as set forth in the Sales Order, it will be charged per GB in arrears for over-usage at its contracted rate as indicated in the applicable Sales Order. Customer also may choose to purchase additional Image-Video Serving capacity, in advance. If the Customer's actual usage varies substantially from the Assumed Requirements, then Customer will need to purchase additional GBs/month.
- 13.4 **Domain Delegations.** The number of designated domains of the Customer which Adobe will support is limited to 5, unless Customer purchases additional domain delegations. Customer may purchase a committed number of additional domain delegations in advance. If Customer needs additional domain delegations, the fees for these additional domain delegations will likely be set forth in the Professional Services section of the Sales Order or in a Professional Services Description (or similar statement of work or project scope type of a document).
- 13.5 **SFTP (Secure File Transfer Protocol) Accounts.** The number of SFTP accounts of the Customer, which Adobe will support, is limited to 5, unless Customer purchases additional SFTP accounts. SFTP accounts are used for moving large data sets into Adobe Campaign Instances and the storage attached to these SFTP accounts is limited and is not for the purpose of long term storage. Customer may purchase additional SFTP accounts in advance. If Customer needs additional SFTP Accounts, the fees for these additional SFTP accounts may be addressed in the Professional Services section of the Sales Order. Adobe may remove data files associated with the SFTP accounts that are older than 7 days without prior notice to Customer.
- 13.6 **Transactional Messaging Server Fees.** Customer pays for dedicated execution server(s) to leverage Transactional Messaging capabilities. Customer will be charged an annual IT infrastructure fee based on the specified number of servers necessary to support its anticipated transactional email volumes. The number of Transactional Messaging servers is specified in the applicable Sales Order. Customers may

purchase additional Transactional Messaging servers in advance. If Customer over-uses the dedicated server capacity, Adobe does not bill in arrears for such over usage but Customer may experience performance degradation until such time as it purchases the necessary servers to support its usage.

- 13.7 **Inbound Interactions per Hour.** Customers, who purchase the Ultimate bundle and use the Inbound Interactions capability, will be charged annual IT infrastructure fees based upon the number of Inbound Interactions per hour. Customers may purchase additional Inbound Interactions in advance.
- 13.8 **Engine Calls.** Customer will be charged annual fees based on the number of Engine Calls made in the hosted environment in packs of 5,000 Engine Calls per day (with a peak capacity of 1,000 Engine Calls per hour). For example, if the Customer requires capacity for Engine Calls of 15,000 per day (with peak usage of 2,500 per hour), then Customer will be charged for 3 packs. Customers may purchase additional Engine calls in advance. If Customer over-uses its dedicated packs for Engine Calls, Adobe does not necessarily bill in arrears for such over usage, but Customer may experience performance degradation as noted below until such time as it purchase the necessary number of packs of Engine Calls to support its usage.

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## 14. Definitions

- 14.1 **"Add-on"** means the capabilities described in Section 11. Customer may elect to license various Add-on's to supplement the capabilities of the Adobe Campaign bundle selected by Customer.
- 14.2 **"Applicable Rules"** means all applicable laws, guidelines, regulations, codes and rules.
- 14.3 **"Assumed Requirements"** means the requirements for developing Customer's infrastructure needs determined based on: (A) information gathered by Adobe about the Customer's specific usage requirements, and (B) Adobe's knowledge of standard usage scenarios. For example, Adobe allocates IPv4 addresses as set forth in the Sales Order based on Adobe's knowledge of email activity for a standard use case, as well as its understanding of Customer's specific use case as gathered during the sales process. As further example, Total Data Storage for the Customer is determined, in general, by the following: the number of stored Profiles, the frequency of email campaigns, the volume of emails sent, and the level of log retention by the Customer.
- 14.4 **"Channel"** means distinct modes of communication between Customer and Recipients through email, direct mail, mobile app, call center, social, or SMS.
- 14.5 **"Customer Customizations"** means the customizations made to the Managed Services by Customer, Customer's third-party contractors, or both, during the Pre-Production Phases. Customer Customizations do not constitute Indemnified Technology.
- 14.6 **"Engine Call"** means a server call that starts real-time processing on server side for the extraction of data, such as data relating to surveys, WebApps, JSSP, APIs, mobile app registrations, etc.
- 14.7 **"Image-Video Serving"** means the capability to host Customer's digital assets (such as images or video) embedded in emails, serve those digital assets to Recipients, and allow linking to those images in connection with emails sent by Adobe on behalf of the Customer.
- 14.8 **"Inbound Interaction"** means each time a Customer, who has purchased the AC Managed Services Ultimate bundle, uses the interaction capability to respond to a Recipient request by using the recommendation engine to deliver a real-time message.
- 14.9 **"Instance"** shall mean the entirety of the binaries of the software combining to implement a unique AC 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 either Production or Pre-production.
- 14.10 **"Pre-Production Instance(s)"** means an Instance intended for operation of the hosted software and technology for the purposes of non-production development, testing, and evaluation. The Pre-Production Instance does not have the same computing, storage, and networking capacity as the Production Instance. In general, the Pre-Production Instances are running on single application server without redundancy and do not have dedicated IPv4 addresses for email campaigns
- 14.11 **"Production Instance"** shall mean an Instance intended for the operation of the hosted software and technology with a view to contributing to Customer's economic activity.

- 14.12 **“Profile”** means a record of information (e.g., a record in the nmsRecipient table or an external table containing cookie ID, Customer ID, mobile identifier or other information relevant to a particular Channel) representing an end-customer, prospect, or lead. Customer is charged fees Per 1000 Profiles for only those Profiles that are “active.” A Profile is considered “active” if the Profile has been targeted or communicated with in the past 12 months via any Channel.
- 14.13 **“Recipient”** means the end user that receives Customer’s message via any of the Channels (e.g., customers, employees, prospects, partners of Customer etc).
- 14.14 **“Runbook”** means a defined set of Customer-specific procedures that Adobe uses to manage Customer’s highly customized deployment. For example, the Runbook lists Customer Customizations along with operational instructions.
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