

GDPR is here. And Adobe enterprise solutions are ready.

Make privacy a positive part of your customer experience.



What we've done to prepare for GDPR.

Adobe enterprise solutions are GDPR-ready, so you can spend less time thinking about compliance and more time focusing on your customers—creating experiences just for them. We've developed GDPR features and tools to help you quickly manage your data, identify and label data types that are actionable under a GDPR access or delete request, and execute requests through multiple paths. Here's more on what we're doing toward GDPR readiness.



Certified Security Controls

We're protecting data entrusted to us through the Adobe Common Controls Framework with multiple processes and controls that also comply with security certifications, standards, and regulations, including SOC-2 and ISO 27001.

[Learn more about our compliance efforts ›](#)



Data transfer we cover

Adobe relies on the following mechanisms when transferring data from Europe to the U.S.: We are certified to the Swiss-U.S. Privacy Shield frameworks for individual-related data, so when you use our services you can rely on this framework for the transfer of data from Switzerland to the U.S.; and, we enter into Standard Contractual Clauses for the transfer of data from the EU to the U.S.

[Go to our Privacy Center for more details and how to request Standard Contractual Clauses ›](#)



Records of processing

We're documenting our privacy practices to comply with enhanced record-keeping requirements.



Data protection team

We have a Chief Privacy Officer, EU Data Protection Officer, and a dedicated privacy team.



Product and process innovation

We are continuously listening to our customers and looking for ways to simplify and automate our product and service offerings to better support their GDPR needs.



Privacy by Design

We're continuing our long-standing practice of proactively incorporating privacy features into our product development that meet and exceed current regulations. Privacy by Design is how we build our solutions. It's part of our mission to help you responsibly unlock the power of data.



Contract terms

We've updated Adobe's Data Processing Agreement to account for GDPR requirements. To request your copy of the new DPA, please complete the form in our [Data Privacy Center](#).

[Get started with our GDPR Basics page](#)



We're here to guide you through the GDPR landscape.

We believe privacy is a key part of the digital experience. With Adobe, you have a partner that builds products and services with Privacy by Design. You can be confident that we will keep up with future security and privacy needs, because we're involved with shaping best practices, codes, guidelines, and standards. We participate in key industry forums for the ad tech ecosystem, such as IAB Europe and EDAA. We also partner with consent

management providers to offer integrations that address enhanced consent requirements.

[Get more resources and support in our GDPR Learning Center](#)

Products built with privacy in mind that put individuals at the center of the experience.

Adobe enterprise products are built with Privacy by Design. They transform your business to create content and documents, build campaigns, manage media buying, and gain deep business intelligence. Get additional information on specific Adobe solutions with our individual GDPR product pages and Adobe Experience Platform page.

Adobe Advertising

Learn how your advertising can be GDPR-ready.

Adobe Analytics

Find out how to prepare for data subject requests

Adobe Audience Manager

Learn how privacy by design features can help.

Adobe Campaign

Get guidance on personalization and GDPR.

Document Cloud

Ensure that your document workflows are GDPR-ready.

Adobe Experience Platform

See how your experience marketing technology can be GDPR-ready.