1. **Customer Responsibilities.** Customer is solely responsible for:

    1.1   all testing of Customer Customizations, including 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

    1.5   ensuring that appropriate data use policies (e.g., based on Customer's privacy notices, contractual rights, and consent-based rights) have been implemented, and are executed, within 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 1.5 above.

2. **Data Retention.** Customer Data stored in the Data Lake will be retained during the License Term, subject to storage limits, until deleted by Customer.

3. **Additional Definitions**

    3.1   "**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.

    3.2   "**DULE**" means Adobe's Data Usage, Labeling and Enforcement governance framework.

    3.3   "**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.

    3.4   "**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 indictor (e.g., conversion goal[s]).

    3.5   "**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.

    3.6   "**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.).

    3.7   "**XDM**" means the Experience Data Model documented at https://**github**.com/adobe/xdm.