



## PSLT – Attribution AI (2022v1)

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 Attribution AI adheres to XDM standards;
  - 1.3 ensuring that all data ingested into Attribution AI has been assigned the appropriate DULE label(s);
  - 1.4 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 Attribution AI; andAdobe will not be responsible for any failure in the operation or security of Attribution AI caused by Customer Customizations or Customer’s failure to meet the obligations outlined in sections 1.1 to 1.4 above.
2. **Data Retention.** Customer Data stored in the Data Lake will be retained until deleted by Customer.
3. **Additional Definitions**
  - 3.1 **“Customer Customizations”** means the customizations made to Attribution AI 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 **“XDM”** means the Experience Data Model documented at <https://github.com/adobe/xdm>.