



PSLT – Adobe Content Analytics (2025v1)

1. Customer Responsibilities. Customer is solely responsible for:

- 1.1 ensuring that Customer has sufficient rights to any Customer Data and Customer Content, including third-party content where applicable, collected or used in connection with Customer’s use of Adobe Content Analytics functionality;
- 1.2 ensuring that necessary end user permissions are obtained as may be required under applicable law or industry guidelines for the use of Adobe Content Analytics;
- 1.3 ensuring that Customer’s configuration of Content Analytics has been properly implemented in accordance with Customer’s privacy policy, contractual rights and obligations, and consent-based rights; and
- 1.4 ensuring that Customer does not collect, process, or store any Sensitive Personal Data using Adobe Content Analytics or otherwise makes Sensitive Personal Data available to Adobe or Adobe’s third-party providers.

Adobe will not be responsible for any failure in the operation of Adobe Content Analytics caused by Customer’s failure to meet the obligations outlined in sections 1.1 through 1.4 above.

2. Data Retention.

- 2.1 **Data Lake.** Customer Data stored in the Adobe Experience Platform Data Lake and Customer Journey Analytics via Adobe Content Analytics will be retained in accordance with data retention settings as configured by Customer or until otherwise deleted by Customer, except as provided in section 2.2 below.
- 2.2 **Featurization Service.** Customer Data and Customer Content stored by the Featurization Service may be permanently deleted from Adobe’s servers 25 months from the date of its collection or receipt.

3. Entitlement Dependency. Customer’s entitlement to Adobe Content Analytics is dependent upon Customer’s current and continued commitment to a core Customer Journey Analytics offering (e.g., Customer Journey Analytics for Adobe Analytics, Select, Prime, or Ultimate). Should Customer’s core Customer Journey Analytics entitlement expire or terminate prior to Customer’s Adobe Content Analytics license, Customer will lose Adobe Content Analytics functionality unless Customer licenses a core Customer Journey Analytics entitlement via a mutually agreeable amendment or new Sales Order.

4. Product Description. Adobe Content Analytics is an Add-on to Customer Journey Analytics and is subject to Customer Journey Analytics product limitations found here: <https://helpx.adobe.com/legal/product-descriptions.html>.

5. Additional Definitions

- 5.1 **“Customer Content”** means any material, such as audio, video, text, or images, that is imported into the On-demand Services by or on behalf of Customer in connection with Customer’s use of Adobe Content Analytics.
- 5.2 **“Featurization Service”** means the artificial intelligence and machine learning services that process and

store Customer Content for generation of metadata in the form of descriptive content attributes.