



PSLT – Customer Journey Analytics (2020v1)

1. **Customer Responsibilities.** Customer is solely responsible for:
 - 1.1 ensuring that all data ingested into Customer Journey Analytics adheres to XDM standards;
 - 1.2 ensuring that all data ingested into Customer Journey Analytics has been assigned the appropriate DULE label(s);
 - 1.3 ensuring that necessary end user permissions are obtained as may be required under applicable law or industry guidelines for the use of Customer Journey Analytics; and
 - 1.4 ensuring that the Privacy Service API is only used to process data access, correction and deletion requests originated by individual data subjects.

Adobe will not be responsible for any failure in the operation of Customer Journey Analytics caused by Customer's failure to meet the obligations outlined in sections 1.1 and 1.2 above.

2. **Data Retention.** Customer Data stored in the Adobe Experience Platform Data Lake and Customer Journey Analytics will be retained until deleted by Customer.
3. **Additional Definitions**
 - 3.1 “**DULE**” means Adobe's Data Usage, Labeling and Enforcement governance framework.
 - 3.2 “**XDM**” means the Experience Data Model documented at <https://github.com/adobe/xdm>.