



## PSLT – Marketing Mix Modeling (2022v1)

1. **Customer Responsibilities.** Customer is solely responsible for:
  - 1.1 collaborating with the consulting services provider to configure Instances; and
  - 1.2 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.

Adobe will not be responsible for any failure in the operation or security of Marketing Mix Modeling caused by Customer’s failure to meet the obligations above.
2. **Data Retention.** Customer Data stored in the Data Storage will be retained until deleted by Customer.
3. **Additional Definitions**
  - 3.1 **“Instance”** means a machine learning model employed to predict a specified outcome (e.g., variants of Marketing Mix Models might be produced for different sets of variables and various outcomes, such as, revenue, units sold, leads, etc.).