



PSLT - Adobe Target (2025v1)

1. **Customer Implementation of Adobe Target Specific Distributed Code.** Customer must install the Distributed Code (as defined in the General Terms) specific to Adobe Target on every webpage, application, or property (e.g. Internet connected marketing channel such as a web site, domain, mobile application, e-mail, kiosk, or digital voice assistant) of each of the Customer Sites where Adobe Target Standard, Adobe Target Premium, Enhanced Personalization by Target, or Personalization Foundation Pack by Target is deployed.
2. **Data Retention.** The following Customer Data for Adobe Target may be permanently deleted by Adobe from Adobe's servers:
 - (A) Visitor profile data that is collected by the Adobe Target specific Distributed Code for use with Adobe Target functionality may be deleted after 90 days of profile inactivity; and
 - (B) Customer Site activity data, which is data related to the use of the Adobe Target functions, features, and campaigns, may be deleted after 12 months.
 - (C) **AI Assistant.** AI Assistant Inputs and Outputs (as defined in the Adobe Experience Cloud GenAI Terms) may be deleted after 30 days.
3. **Product Description.** The description of the Covered Service, including entitlements, scoping parameters, and limits, is detailed in the applicable Product Description found here: <https://helpx.adobe.com/legal/product-descriptions.html>.
4. **Definitions.**
 - 4.1 **"AI Assistant"** means a Generative AI Feature that provides a conversational natural language integration with the Covered Service.
 - 4.2 **"Covered Service"** means Adobe Target as identified in an applicable Sales Order.