

**Unified Service Level Addendum – Data Collection  
(effective 17 December 2021)**

1. **General.** This Unified Service Level Addendum – Data Collection (“SLA Data Collection Addendum”) is governed by the terms of the General Terms, the applicable PSLT, the applicable Sales Order, and the Unified Service Level Agreement – Adobe On-demand and Managed Services.
2. **Conflict.** In the event of any inconsistency or conflict between this SLA Data Collection Addendum and the Unified Service Level Agreement – Adobe On-demand and Managed Services, the terms of this SLA Data Collection Addendum will apply for the applicable Covered Service (as defined in this SLA Data Collection Addendum).
3. **Definitions.** For the purposes of this SLA Data Collection Addendum:
  - 3.1. **“Available or Availability”** means when Adobe’s or its third-party monitoring services indicate that the Covered Service’s Data Ingestion Services are operational enough to record and retain supported data collection or ingestion events.
  - 3.2. **“Covered Service”** for purposes of this SLA Data Collection Addendum, specifically means any or all of the following that Customer has licensed and paid for in an applicable Sales Order:
    - 3.2.1. Adobe Analytics Select, Prime, and Ultimate (excluding Analytics Foundation Packs and Adobe Analytics for Streaming Media) (“Analytics”);
    - 3.2.2. Adobe Advertising Cloud (“Advertising Cloud”);
    - 3.2.3. Adobe Audience Manager (“AAM”);
    - 3.2.4. Adobe Experience Platform (“AEP”):
      - 3.2.4.1. AEP Activation (including the B2B and B2P Editions);
      - 3.2.4.2. AEP Collection Enterprise;
      - 3.2.4.3. AEP Intelligence;
      - 3.2.4.4. Journey Optimizer;
      - 3.2.4.5. Journey Orchestration;
      - 3.2.4.6. Offer Decisioning;
      - 3.2.4.7. Real-time Customer Data Platform (including the B2C, B2B and B2P Editions); and,
      - 3.2.4.8. Real-time Customer Data Platform Connections
  - 3.3. **“Data Ingestion Services”** for each of the following individual services means:
    - 3.3.1. Analytics – the collection of Customer Data from Distributed Code deployed on Customer Sites;
    - 3.3.2. Advertising Cloud – the collection of Customer Data from Distributed Code and authorized Tags deployed on Customer Sites and Ads;
    - 3.3.3. AAM – the collection of Customer Data via supported collection methods as specified in AAM product Documentation;
    - 3.3.4. Adobe Experience Platform Activation, Adobe Experience Platform Intelligence, Adobe Journey Optimizer and Real-time Customer Data Platform– supported inlets through which Customer can directly stream Customer Data into the Covered Service (excluding Customer Data flowing through any Adobe solution); and
    - 3.3.5. Adobe Experience Platform Collection Enterprise and Adobe Experience Platform Collection Launch supported inlets through which Customer can leverage the Adobe Experience Platform Extension for Experience Platform Launch to configure inlets through which Customer can directly stream Customer Data into the Covered Service via Experience Platform Launch-managed client-side or server-side libraries.