

**Service Level Addendum – Data Collection
(effective 1 June 2021)**

1. **General.** This Service Level Addendum – Data Collection (“SLA Addendum”) is governed by the terms of the General Terms, the applicable PSLT, the applicable Sales Order, and the Service Level Agreement – On-demand Services.
2. **Conflict.** In the event of any inconsistency or conflict between this SLA Addendum and Service Level Agreement – On-demand Services, the terms of this SLA Addendum will apply for the applicable Covered Service (as defined in this SLA Addendum).
3. **Definitions.** For the purposes of this SLA 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 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 Adobe Analytics for Streaming Media) (“Analytics”);
 - 3.2.2. Adobe Advertising Cloud Creative; DSP; Search; and TV (“Advertising Cloud”);
 - 3.2.3. Adobe Audience Manager (“AAM”);
 - 3.2.4. Adobe Experience Platform Activation;
 - 3.2.5. Adobe Experience Platform Collection Enterprise;
 - 3.2.6. Adobe Experience Platform Intelligence;
 - 3.2.7. Adobe Journey Optimizer;
 - 3.2.8. Journey Orchestration;
 - 3.2.9. Offer Decisioning; and,
 - 3.2.10. Real-time Customer Data Platform
 - 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.