PSLT - Real-Time Customer Data Platform
Real-Time Customer Data Platform (B2C Edition)
Real-Time Customer Data Platform (B2B Edition)
Real-Time Customer Data Platform (B2P Edition)
Adobe Experience Platform Activation
Adobe Experience Platform Activation (B2B Edition)
Adobe Experience Platform Activation (B2P Edition)

(2025v1)

1. **Customer Responsibilities.** Customer is solely responsible for:
   1.1 all testing of Customer Customizations, including security testing;
   1.2 ensuring that all data ingested into the Products and Services adheres to XDM standards;
   1.3 ensuring that all data ingested into the Covered Service has been assigned the appropriate DULE label(s);
   1.4 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, within the Covered Service; and
   1.5 ensuring that the Privacy Service API is only used to process data access and deletion requests originated by individual data subjects.

   Adobe will not be responsible for (a) any failure in the operation of the Covered Service caused by Customer's failure to meet the obligations outlined in sections 1.1 to 1.5 above or (b) the security of the Covered Service caused by Customer Customizations.
2. **Data Retention**
   2.1 **Profile Service.**
      (A) **Person Profiles.** Behavioral/time series data appended to any Person Profile may be deleted from the Covered Service 30 days from the date of its addition, or until some alternative time period selected by Customer within the Covered Service.
      (B) **Prospect Profiles.** Prospect Profiles, and any associated data, will persist in the Covered Service for 25 days from the date of its creation or most recent update.
   2.2 **Data Lake.** Customer Data stored in the Data Lake will be retained:
      (A) for 7 days to facilitate the onboarding of Customer Data into the Profile Service, after which it may be permanently deleted;
      (B) for 180 days to facilitate any use case involving Customer AI Intelligent Service training or processing, after which it may be permanently deleted; or
      (C) until deleted by Customer.
   2.3 **AI Assistant**. AI Assistant Inputs and Outputs may be deleted after 30 days.
3. **Transmitted Data.** Customer may use Covered Services to send specified Transmitted Data to Targeted Destinations. Customer represents and warrants that any use, display, exchange, transfer, or combination of the Transmitted Data by Customer or Targeted Destinations to which Transmitted Data is sent complies with all

applicable laws, guidelines, regulations, codes, rules, and established industry best practices for data usage and privacy (such as the DAA Self-Regulatory Principles or NAI Code of Conduct as applicable).

4. **Use of a Targeted Destination.** The transfer of Transmitted Data to a Targeted Destination does not grant to such Targeted Destination the right to (i) access Adobe's online reporting interface or tools, or (ii) receive Reports. Adobe does not control, or have responsibility for, either the use of the Transmitted Data by Customer through the Targeted Destination or for Customer's combination of the Transmitted Data with any other data through the Targeted Destination's technology or services. Customers using People-based Destinations must (a) pseudonymize (e.g., through "hashing" or substantial redaction) any unique identifiers in the Transmitted Data to be sent to People-based Destinations and (b) obtain any necessary permissions from its site visitors (as may be required by law or applicable self-regulatory principles and industry guidelines). Customer acknowledges and agrees that Adobe does not and cannot guarantee the availability of specific Targeting Destinations.

5. **Protected Data.** Customer must ensure that neither Customer nor any Targeted Destination to which Customer sends its data combines or otherwise links Directly Identifiable Data with Protected Data or takes any other action that would convert Protected Data to Directly Identifiable Data. Customer must properly label Protected Data within the Covered Services and ensure that policies are established and executed to prevent the combination or linking of Protected Data and Directly Identifiable Data.

6. **Real-Time Customer Data Platform Collaboration.** Customer's use of Real-Time Customer Data Platform Collaboration ("Real-Time CDP Collaboration") is subject to the Product Specific Licensing Terms for Real-Time Customer Data Platform Collaboration found here: https://www.adobe.com/legal/terms/enterprise-licensing/ec-product-terms.html. Customer is solely responsible for: (i) ensuring that all data ingested into Real-Time CDP Collaboration has been assigned the appropriate DULE label(s); and (ii) 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, within Real-Time CDP Collaboration.

7. **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.

8. **Definitions.**

   8.1 **"AI Assistant"** means a Generative AI Feature that provides a conversational natural language integration with the Covered Service.

   8.2 "**Covered Service**" means one or more of the following: (i) Real-Time Customer Data Platform; (ii) Real-Time Customer Data Platform (B2C Edition); (iii) Real-Time Customer Data Platform (B2B Edition); (iv) Real-Time Customer Data Platform (B2P Edition); (v) Adobe Experience Platform Activation; (vi) Adobe Experience Platform Activation (B2B Edition); or (vii) Adobe Experience Platform Activation (B2P Edition), as identified in an applicable Sales Order.

   8.3 "**Customer Customizations**" means the customizations made to the Covered Service by Customer or at Customer's direction. Customer owns (or, where applicable, must ensure it has a valid license to) Customer Customizations, subject to Adobe's underlying intellectual property in the Adobe Technology. Customer acknowledges and agrees that Adobe's access to Customer Customizations does not preclude Adobe from independently developing (without use of Customer Customizations) or acquiring similar technology without obligation to Customer.

   8.4 "**DAA**" means Digital Advertising Alliance.

   8.5 "**Directly Identifiable Data**" means data that can be used to directly identify a specific natural person (rather than their device), including Stable Identifiers such as their telephone number, email address, government issued identification number, name, postal address.

8.6 "**Directly Identifiable Profile**" means a merged Person Profile or Prospect Profile that includes Directly Identifiable Data.

8.7 "**DULE**" means Adobe's Data Usage, Labeling and Enforcement governance framework.

8.8 "**NAI**" means National Advertising Initiative.

8.9 "**Prospect Profile**" means a record of information representing an individual (including Directly Identifiable Profiles and Pseudonymous Profiles), as represented in the Profile Service, that is (i) imported into the Covered Service by the Customer from its third-party data provider(s) that Customer has entered into an agreement with authorizing Customer to access, use, display, and transmit such third party's data in conjunction with the Covered Service) for the purpose of prospecting, and (ii) modeled using the applicable XDM class.

8.10 "**People-based Destinations**" means people-based Targeted Destination (e.g., social networks) that require the use of hashed identifiers.

8.11 "**Person Profile**" means a record of information representing an individual (including Directly Identifiable Profiles and Pseudonymous Profiles), as represented in the Profile Service. Person Profiles do not include Prospect Profiles.

8.12 "**Protected Data**" means any Pseudonymous Profile data:

(A) intended to be used for Online Behavioral Advertising (as defined by the DAA); or

(B) that Customer (or its third-party data providers) have otherwise identified as data that cannot be combined with Directly Identifiable Data.

8.13 "**Pseudonymous Profile**" means a merged Person Profile or Prospect Profile that includes no Directly Identifiable Data.

8.14 "**Stable Identifier**" means any identifier other than a cookie ID or device ID.

8.15 "**Targeted Destinations**" means any entity (e.g., demand-side platform, ad server, or content management platform, or any other partner of Customer) that has:

(A) entered into:

(1) an agreement with Customer authorizing such entity to access and use Transmitted Data; or

(2) a data access agreement with Adobe to access and use Transmitted Data sent on behalf of, and as directed by Customer; and

(B) an active integration with Adobe for use with the applicable Covered Service.

8.16 "**Transmitted Data**" means Customer Data imported into, or exported from, the On-demand Service.

8.17 "**XDM**" means the Experience Data Model documented at https://**github**.com/adobe/xdm.