



PSLT - Real-Time Customer Data Platform Collaboration (2025v1)

1. **Customer Responsibilities.** Customer is solely responsible for:
 - 1.1 Ensuring applicable Collaboration Data is formatted into hashed identifiers for Adobe to perform Overlap Analysis in Real-Time CDP Collaboration;
 - 1.2 Providing Adobe with appropriate read or write access to Collaboration Data, as applicable, and ensuring appropriate access and restrictions to Collaboration Data have been implemented, within Collaboration Datastores;
 - 1.3 Ensuring appropriate connection access to Publisher(s) and Advertiser(s), as applicable, has been implemented within Real-Time CDP Collaboration;
 - 1.4 Ensuring it has the appropriate agreements in place with Collaboration Datastores.
 - 1.5 Entering into valid Data Sharing Agreements with Advertiser(s) and Publisher(s), as applicable, that governs Customer's and such other party's use, handling, processing, and sharing of Collaboration Data.

Adobe will not be responsible for (a) any failure in the operation of Real-Time CDP Collaboration, or (b) any compromise to the security of Real-Time CDP Collaboration, that is caused by Customer's failure to meet the obligations outlined in sections 1.1 to 1.5 above.

2. **Data Retention.** Collaboration Data will be deleted within seven days after Customer makes Collaboration Data available to Real-Time CDP Collaboration, unless such data is refreshed within those seven days.
3. **Overlap Analysis and Audience Insights.** By making Collaboration Data available in Real-Time CDP Collaboration, Customer acknowledges and agrees that it is instructing Adobe to perform Overlap Analysis and provide Audience Insights.
4. **Collaboration Data.** Customer may use Real-Time CDP Collaboration to give Adobe access to Collaboration Data in Collaboration Datastores. Customer represents and warrants that any use or combination of Collaboration Data by Customer, Publisher, or Collaboration Datastores 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 and NAI Self-Regulatory Framework, as applicable). Customer acknowledges and agrees that any dispute regarding Collaboration Data in Real-Time CDP Collaboration is solely between Customer and the Publisher or Collaboration Datastore, as applicable.
5. **Use of a Collaboration Datastore.** The transfer or receipt of Collaboration Data to a Collaboration Datastore does not grant to such Collaboration Datastore 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 Collaboration Data by Customer through the Collaboration Datastore or for Customer's combination of the Collaboration Data with any other data through the Collaboration Datastore's technology or services.
6. **Identity Vendors.** Upon Customer's direction, Adobe may share Collaboration Data, including Customer's unique identifiers assigned by a third party identity vendor, with such third party identity vendor. Customer acknowledges and agrees that such third party identity vendor may transcode Customer's unique identifier to a different identifier to align with a Publisher for purposes of performing the Overlap Analysis, and that Customer must provide such third party identity vendor with express written permission to perform such transcoding. Customer agrees to comply with such third party identity vendors' applicable requirements for Adobe to perform the Overlap Analysis.
7. **Customer Matchmaking and Publisher Catalog.** Adobe may identify Customer's name and role within Real-Time CDP Collaboration (as a Publisher or Advertiser) in written materials and discussions with other existing and

prospective Real-Time CDP Collaboration customers to facilitate matchmaking and use withing Real-Time CDP Collaboration. Further, if Customer designates itself as a Publisher, Adobe may list Customer's company name and logo in the Real-Time CDP Collaboration Publisher Catalog. Adobe, in its sole discretion, may reject Customer from being published in the Publisher Catalog.

8. **Product Description.** The description of Real-Time CDP Collaboration, including entitlements, scoping parameters, and limits, is detailed in the applicable Product Description found here: <https://helpx.adobe.com/legal/product-descriptions.html>.

9. **Definitions.**

- 9.1 **"Advertiser"** means an Adobe customer that has designated its role as "Advertiser" in Real-Time CDP Collaboration. Customer may be an Advertiser.
- 9.2 **"Audience Insights"** means the report with the insights from Overlap Analysis that Real-Time CDP Collaboration makes available to Customer.
- 9.3 **"Collaboration Data"** means data that Customer makes available for use in Real-Time CDP Collaboration. Collaboration Data is a subset of Customer Data.
- 9.4 **"Collaboration Datastores"** means any third-party cloud-based storages, databases, or other external platforms that Customer has authorized Adobe to read or write Collaboration Data.
- 9.5 **"DAA"** means the Digital Advertising Alliance.
- 9.6 **"Data Sharing Agreement"** means an agreement between an Advertiser and a Publisher that defines what data will be shared between the parties and how it may be used in Real-Time CDP Collaboration.
- 9.7 **"NAI"** means the National Advertising Initiative.
- 9.8 **"Overlap Analysis"** means the analysis that Adobe conducts to identify the intersection between Adobe customers' Collaboration Data.
- 9.9 **"Publisher"** means an Adobe customer that has designated its role as "Publisher" in Real-Time CDP Collaboration. Customer may be a Publisher.