PSLT – Adobe Content Analytics (2026v3)

1. Customer Responsibilities. Customer is solely responsible for:

1.1 ensuring that Customer has sufficient rights to any Customer Data, including third-party content where applicable, collected or used in connection with Customer's use of Adobe Content Analytics functionality;

1.2 ensuring that necessary end user permissions are obtained as may be required under applicable law or industry guidelines for the use of Adobe Content Analytics;

1.3 ensuring that personal data is not sent to the Featurization Service;

1.4 ensuring that Customer's configuration of Adobe Content Analytics has been properly implemented in accordance with Customer's privacy policy, contractual rights and obligations, and consent-based rights; and

1.5 ensuring that Customer does not collect, process, or store any Sensitive Personal Data using Adobe Content Analytics or otherwise makes Sensitive Personal Data available to Adobe or Adobe's third-party providers.

Adobe will not be responsible for any failure in the operation of Adobe Content Analytics caused by Customer's failure to meet the obligations outlined in sections 1.1 through 1.5 above.

2. Data Retention.

2.1 **Data Lake.** Customer Data stored in the Adobe Experience Platform Data Lake and Adobe Content Analytics will be retained in accordance with data retention settings as configured by Customer, set at the time of dataset creation or until otherwise deleted by Customer, except as provided in section 2.2 below.

2.2 **Featurization Service.** Customer Data stored by the Featurization Service may be permanently deleted from Adobe's servers 25 months from the date of its collection or receipt.

3. Paid Media Connectors. Adobe Content Analytics has certain features that allow Customer to connect Customer's Paid Media Connector accounts to the Products and Services. Customer authorizes Adobe, upon Customer's request, to access Customer's Paid Media Connector account(s) as reasonably necessary to submit, retrieve, and process Paid Media Connector data in connection with providing the Products and Services. Customer remains solely responsible for all activities occurring under its Paid Media Connector account(s). Adobe is not responsible for any fees, charges, or obligations arising from Paid Media Connector account(s) or any agreements made between Customer and Paid Media Connector partner(s). Adobe may discontinue Customer's access to Paid Media Connectors at any time due to changes in connector availability.

4. Product Description. Adobe Content Analytics is subject to Adobe Content Analytics product limitations found here: https://helpx.adobe.com/legal/product-descriptions.html.

5. Additional Definitions

5.1 **"Featurization Service"** means the artificial intelligence and machine learning services that process and store Customer Data for generation of metadata in the form of descriptive content attributes.

5.2 **"Paid Media Connector"** means, as applicable, an API integration that allows customers to ingest third-party ad network, social media network, data management platform, search engine, website or

application on which media may be directly purchased, or other digital advertising technology vendors of Customer, in each case including only those which are supported by Adobe Content Analytics.