



PSLT – Adobe Journey Optimizer B2B Edition (2024v1)

- 1. Customer Responsibilities.** Customer is solely responsible for:
 - 1.1 ensuring compliance with Applicable Rules;
 - 1.2 all testing of Customer Customizations, including security testing;
 - 1.3 ensuring that all data ingested into Adobe Journey Optimizer B2B Edition adheres to XDM standards;
 - 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 Adobe Journey Optimizer B2B Edition;
 - 1.5 ensuring that the Privacy Service API is only used to process data access, correction and deletion requests originated by individual data subjects; and
 - 1.6 assigning and managing a data governance framework if and to the extent that DULE labeling is not supported by Adobe Journey Optimizer B2B Edition. If Customer assigns DULE labels to data in an Adobe Experience Platform application that supports DULE labeling, such data will not retain those labels if transferred to Adobe Journey Optimizer B2B Edition.

- 2. Third-Party Services.**
 - 2.1 Customer may, at its option, decide to utilize Third-Party Services, which are governed by separate agreement(s) between such third parties and Customer, and not this Agreement. Adobe will not be responsible for any defect or failure in Adobe Journey Optimizer B2B Edition caused by or arising from Third-Party Services or Customer Customizations. Customer is solely responsible for all installation, deployment, support, and testing (security and quality) of Third-Party Services.
 - 2.2 Customer shall monitor and adhere to any usage and deployment limitations of any Third-Party Service or Customer Site which is required to deploy and/or make visible any functionality of Adobe Journey Optimizer B2B Edition, including through Distributed Code.
 - 2.3 Some Channels may require Third-Party Services to execute the delivery of applicable communications, and Customer will need to purchase the Third-Party Service from the applicable third party to execute such delivery. Adobe is not responsible for the collection or management of any opt-in, consent, or unsubscribe status data of any individual to which communications are sent through a Channel executed by a Third-Party Service, and Customer shall ensure that such Third-Party Service is effectively collecting and managing such data.

- 3. Deliverability.** Adobe is not responsible for the non-delivery of email messages that occur due to email address errors, hard bounces, soft bounces, email filters of mail clients, email blacklists, and/or any other similar cause therefor. Any of the foregoing can adversely impact Customer’s email delivery performance in connection with Customer’s use of Adobe Journey Optimizer B2B Edition, and, in such case, Adobe shall not be liable to Customer or any third party for any such adverse impact. Adobe takes no responsibility for any Customer Data or Customer Content elements prohibited by the Adobe Acceptable Use Policy (as defined below).

- 4. Generative AI Features.** Any use of Generative AI Features through or connected with Adobe Journey Optimizer B2B Edition is also subject to the Product Specific Licensing Terms for Adobe Experience Cloud Generative

Artificial Intelligence Features available at: <https://www.adobe.com/legal/terms/enterprise-licensing/genai-ww.html> or a successor website thereto (“Adobe DX GenAI Terms”). In the event of a conflict, the Adobe DX GenAI Terms shall prevail.

4.1 Adobe and its Affiliates may process, use, copy, transmit, aggregate, model, index, store, and display Input and Output (each of “Input” and “Output” shall have the meanings set forth in the Adobe DX GenAI Terms): (a) to perform its obligations under the Agreement, including support and operation of any Products or Services purchased by Customer; and (b) for product improvement, customization, development, or research.

5. Data Retention.

5.1 **Profile Service.** Behavioral/time series data appended to any Profile may be deleted from Adobe Journey Optimizer B2B Edition 30 days from the date of its addition to a Profile or until some alternative time period selected by Customer within Adobe Journey Optimizer B2B Edition.

5.2 **Data Lake.** Customer Data stored in the Data Lake will be retained (i) for 7 days to facilitate the onboarding of Customer Data into the Profile Services, after which it may be permanently deleted; or (ii) until deleted by Customer.

6. **Product Description.** Product limitations are detailed in the applicable Product Description for Adobe Journey Optimizer B2B Edition found here: <https://helpx.adobe.com/legal/product-descriptions.html>.

7. Definitions.

7.1 **“Applicable Rules”** means all applicable laws, guidelines, regulations, codes, rules, and Industry Standard Best Practices in connection with Customer’s use of Products and Services.

7.2 **“Channel(s)”** means distinct modes of communication between Customer and Recipients that supports native authoring, delivery, and reporting of Messages.

7.3 **“Customer Customizations”** means the customizations made to Adobe Journey Optimizer B2B Edition 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.

7.4 **“DULE”** means Adobe’s Data Usage, Labeling and Enforcement governance framework.

7.5 **“Generative AI Feature”** means a product feature that is part of Adobe Journey Optimizer B2B Edition that generates Output using generative artificial intelligence technologies.

7.6 **“Industry Standard Best Practices”** means the Adobe Acceptable Use Policy located at www.adobe.com/legal/terms/aup.html or a successor website thereto.

7.7 **“Message”** means an object authored and delivered by Customer using Journey Optimizer B2B Edition.

7.8 **“Third-Party Services”** means any and all third-party services (including associated APIs and web service definition files) that Customer uses or deploys in connection with Adobe Journey Optimizer B2B Edition.

7.9 **“XDM”** means the Experience Data Model documented at <https://github.com/adobe/xdm>.