1. **General.** This Unified Service Level Addendum – Data Collection ("SLA Data Collection Addendum") is governed by the terms of the General Terms, the applicable PSLT, the applicable Sales Order, and the Unified Service Level Agreement – Adobe On-demand and Managed Services.

2. **Conflict.** In the event of any inconsistency or conflict between this SLA Data Collection Addendum and the Unified Service Level Agreement – Adobe On-demand and Managed Services, the terms of this SLA Data Collection Addendum will apply for the applicable Covered Service (as defined in this SLA Data Collection Addendum)**.**

3. **Definitions.** For the purposes of this SLA Data Collection 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 SLA Data Collection 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 Analytics Foundation Packs and Adobe Analytics for Streaming Media) ("Analytics");

        3.2.2. Adobe Advertising Cloud ("Advertising Cloud");

        3.2.3. Adobe Audience Manager ("AAM");

        3.2.4. Adobe Experience Platform ("AEP"):

            3.2.4.1. AEP Intelligence;

            3.2.4.2. Customer Journey Analytics for Adobe Analytics (excluding Streaming Media Collection);

            3.2.4.3. Customer Journey Analytics (Foundation, Select, Prime, and Ultimate, excluding Streaming Media Collection);

            3.2.4.4. Adobe Journey Optimizer Prime, Select and Ultimate;

            3.2.4.5. Profile Orchestration;

            3.2.4.6. Offer Decisioning; and

            3.2.4.7. Real-time Customer Data Platform (including the B2C, B2B and B2P Prime and Ultimate Editions).

    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 (as defined in the Ad Cloud PSLT) 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; and

        3.3.4. 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).