Adobe Advertising Cloud Security Overview

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Introduction

At Adobe, we take the security of your digital experience very seriously. Security practices are deeply ingrained into our internal software development and operations processes and tools and are rigorously followed by our cross-functional teams to prevent, detect, and respond to incidents in an expedient manner. Furthermore, our collaborative work with partners, leading researchers, security research institutions, and other industry organizations helps us keep up to date with the latest threats and vulnerabilities and we regularly incorporate advanced security techniques into the products and services we offer.

This white paper describes the defense-in-depth approach and security procedures implemented by Adobe to bolster the security of your Adobe® Advertising Cloud experience and your data.

About Adobe Advertising Cloud

Adobe Advertising Cloud is the industry's first end-to-end platform for managing advertising across traditional TV and digital formats. Combining capabilities from Adobe Media Optimizer and the recently acquired TubeMogul, Adobe Advertising Cloud simplifies the delivery of video, display, and search advertising across channels and screens.

With this independent cross-channel platform, you can identify and engage the best audiences with a consistent and relevant ad experience — and integrate your media planning and buying into one programmatic solution. Adobe Advertising Cloud processes data from pixel tracking, publisher-provided reports, and advertiser-provided revenue feeds using predictive modeling algorithms to come up with spend and other configuration decisions for ad campaigns across both non-real-time and real-time bidding based publishers.

Adobe Advertising Cloud Solution Architecture

The Adobe Advertising Cloud solution includes the following capabilities:

Search– Allows users to simulate and quickly act upon the best and most profitable options in their search marketing strategy and offers the most comprehensive campaign optimization through industry-leading forecast models, scalable campaign automation, and integration with Adobe Analytics.

Demand-Side Platform (DSP) – Automates display, social, video, and programmatic TV buying and lets users manage and optimize display programs to meet marketing goals and ROI objectives. DSP uses reliable re-targeting, data-reliant prospecting, and look-alike modeling to reach out to new and profitable audiences.

Feed-driven creative – Automatically build thousands of digital ads that vary in real time for product-based retargeting, creative personalization, audience segmentation, and customer journey. All of which can be optimized with a feed-based algorithm using multivariate testing.

Adobe Creative Cloud integration - Make collaboration between design and marketing teams a reality with the integration of Creative Cloud assets library and customer data from Adobe Analytics and Adobe Audience

Manager. Combined, you get approved, campaign-ready creative elements that can build insight-led, personalized advertising sequences.

Adobe Advertising Cloud Data Flow

An advertiser typically uses Adobe Advertising Cloud as follows:

The advertiser creates ad campaigns on various publishing platforms using the campaign management capabilities of Advertising Cloud and/or directly creates the campaigns on the publisher and grants Advertising Cloud access privileges to those campaigns. In the case of real-time-bidding-based publishing platforms, all campaign configuration is hosted by Advertising Cloud and so only the former is applicable. In the case of non-real-time-based publishers, Advertising Cloud also installs tracking hooks on these campaigns so that ad clicks will redirect through the pixel tracking server before going to the customer's landing page. Advertising Cloud also downloads click reports from the publisher on a daily basis to help with reporting and optimization.

The advertiser also installs Advertising Cloud's pixel tracking on its website. This enables tracking of visitor behavior when the visitor reaches the site after clicking on an ad or other means. The pixel tracking captures page visits and conversions (revenue events quantified in terms of advertiser specific revenue metrics, e.g., "subscriptions," "ticket_purchase," etc.) by each visitor. The advertiser may also supplement or substitute this with periodic revenue feeds from his or her end. All revenue information is correlated in the back end with ad impressions and clicks of the same visitor, attributing value to each impression and click. The pixel tracking also segments visitors into categories based on their behavior on the site, which is critical in making bidding decisions for the visitor on real-time-bidding-based publishing platforms.

Portfolios, created by the advertiser, associate a set of ad campaigns with a budget and a maximization objective, usually expressed in terms of a weighted sum of the advertiser's revenue metrics. Advertising Cloud then applies predictive modeling techniques to the correlated click and revenue information to come up with the bids and other campaign configuration for the following day. This process repeats daily, with campaign configurations adapting to changing conditions. The advertiser can run reports and forecasts on ad campaign performance through the Advertising Cloud web-based UI.

User Authentication via Adobe Marketing Cloud

Access to Adobe Advertising Cloud requires authentication with username and password. For users accessing Adobe Advertising Cloud using Adobe IDs, Adobe leverages the BCrypt hash algorithm in combination with password salts and a large number of hash iterations. We continually work with our development teams to implement new protections based on evolving authentication standards.

Users can access Adobe Advertising Cloud in one of three (3) different types of user-named licensing:

Adobe ID is for Adobe-hosted, user-managed accounts that are created, owned, and controlled by individual users.

Enterprise ID is an Adobe-hosted, enterprise-managed option for accounts that are created and controlled by IT administrators from the customer enterprise organization. While the organization owns and manages the user accounts and all associated assets, Adobe hosts the Enterprise ID and performs authentication. Admins can revoke access to Adobe Advertising Cloud by taking over the account or by deleting the Enterprise ID to permanently block access to associated data.

Federated ID is an enterprise-managed account where all identity profiles — as well as all associated assets — are provided by the customer's Single Sign-On (SSO) identity management system and are created, owned, controlled by the customer's IT organization. Adobe integrates with most any SAML2.0 compliant identity provider.

Application and service entitlement is accomplished through the Adobe Enterprise Dashboard. More information on the dashboard is available here: https://helpx.adobe.com/enterprise/help/aedash.html

Adobe Advertising Cloud Hosting and Core Operational Security

Demand-side platform (DSP) and search components of Adobe Advertising Cloud are hosted in Adobe data centers. Other components including television (TV) and Creative are hosted on Amazon Web Services (AWS), including Amazon Elastic Compute Cloud (Amazon EC2) and Amazon Simple Storage Service (Amazon S3), in the EMEA region. Amazon EC2 is a web service that provides resizable compute capacity in the cloud, making web-scale computing easier. Amazon S3 is a highly redundant data storage infrastructure for storing and retrieving any amount of data, at any time, from anywhere.

The AWS platform provides services in accordance with industry-standard practices and undergoes regular industry-recognized certifications and audits. You can find more detailed information about AWS and Amazon's security controls on the AWS security site.

Operational Responsibilities of AWS and Adobe

AWS operates, manages, and controls the components from the hypervisor virtualization layer down to the physical security of the facilities in which Adobe Sign operate. In turn, Adobe assumes responsibility and management of the guest operating system (including updates and security patches) and application software, as well as the configuration of the AWS-provided security group firewall.

AWS also operates the cloud infrastructure used by Adobe to provision a variety of basic computing resources, including processing and storage. The AWS infrastructure includes facilities, network, and hardware, as well as the operational software (e.g., host OS, virtualization software, etc.) that supports the provisioning and use of these resources. Amazon designs and manages AWS according to industry-standard practices as well as a variety of security compliance standards.

Secure Management

Adobe uses Secure Shell (SSH) and Secure Sockets Layer (SSL) for management connections to manage the AWS infrastructure.

Isolation of Customer Data/Segregation of Customers

AWS uses strong tenant isolation security and control capabilities. As a virtualized, multi-tenant environment, AWS implements security management processes and other security controls designed to isolate each customer from other AWS customers. Adobe uses the AWS Identity and Access Management (IAM) to further restrict access to compute and storage instances.

Secure Network Architecture

AWS employs network devices, including firewall and other boundary devices, to monitor and control communications at the external boundary of the network and at key internal boundaries within the network. These boundary devices employ rule sets, access control lists (ACL), and configurations to enforce the flow of information to specific information system services. ACLs, or traffic flow policies, exist on each managed interface to manage and enforce the flow of traffic. Amazon Information Security approves all ACL policies and automatically pushes them to each managed interface using AWS's ACL-Manage tool, helping to ensure these managed interfaces enforce the most up-to-date ACLs.

Network Monitoring and Protection

AWS uses a variety of automated monitoring systems to provide a high level of service performance and availability. Monitoring tools help detect unusual or unauthorized activities and conditions at ingress and egress communication points. The AWS network provides significant protection against traditional network security issues:

- Distributed Denial of Service (DDoS) attacks
- Man in the Middle (MITM) attacks
- IP Spoofing

- Port Scanning
- Packet sniffing by other tenants
- Botnet Detection

You can find more information about Network Monitoring and Protection in the AWS: Overview of Security Processes white paper on the Amazon website.

Non-Human Traffic Credit Program

Through the acquisition of TubeMogul, Adobe has adopted the company's Non-Human Traffic (NHT) Credit Program, which eliminates fraudulent traffic as a concern for customers. The program works by refunding advertisers for non-human traffic identified as fraudulent by White Ops, the leading provider of cybersecurity services for the detection and prevention of ad fraud. Under this program, advertisers with Master Service Agreements with TubeMogul automatically receive refunds for video ad impressions served on open exchange inventory that White Ops has measured and identified as fraudulent. This protection can be enabled at no additional cost.

Intrusion Detection

Adobe actively monitors the Advertising Cloud solution using industry-standard intrusion Detection Systems (IDS) and Intrusion Prevention Systems (IPS).

Logging

Adobe conducts server-side logging of Advertising Cloud customer activity to diagnose service outages, specific customer problems, and reported bugs. The logs only store Adobe IDs to help diagnose specific customer issues and do not contain username/password combinations. Only authorized Adobe technical support personnel, key engineers, and select developers can access the logs to diagnose specific issues that may arise.

Service Monitoring

AWS monitors electrical, mechanical, and life support systems and equipment to help with the immediate identification of service issues. In order to maintain the continued operability of equipment, AWS performs ongoing preventative maintenance.

Data Storage and Backup

Adobe stores some Advertising Cloud customer data in Amazon S3, which provides a storage infrastructure with high durability. To help provide durability, Amazon S3 PUT and COPY operations synchronously store customer data across multiple facilities and redundantly store objects on multiple devices across multiple facilities in an Amazon S3 region. In addition, Amazon S3 calculates checksums on all network traffic to detect corruption of data packets when storing or retrieving data. For more detailed information about AWS security, please consult the AWS: Overview of Security Processes white paper.

Change Management

AWS authorizes, logs, tests, approves, and documents routine, emergency, and configuration changes to existing AWS infrastructure in accordance with industry norms for similar systems. Amazon schedules updates to AWS to minimize any customer impact. AWS communicates with customers, either via email, or through the AWS Service Health Dashboard when service use is likely to be adversely affected. Adobe also maintains a Status Health Dashboard for Advertising Cloud, which can be accessed here.

Patch Management

AWS maintains responsibility for patching systems that support the delivery of AWS services, such as the hypervisor and networking services. Adobe is responsible for patching its guest operating systems (OS), software, and applications running in AWS. When patches are required, Adobe supplies a new, pre-hardened instance of the OS and application rather than an actual patch.

AWS Physical and Environmental Controls

AWS physical and environmental controls are specifically outlined in a SOC 1, Type 2 report. The following section outlines some of the security measures and controls in place at AWS data centers around the world. For more detailed information about AWS security, please consult the AWS: Overview of Security Processes white paper or the Amazon security website.

Physical Facility Security

AWS data centers utilize industry standard architectural and engineering approaches. AWS data centers are housed in nondescript facilities and Amazon controls physical access both at the perimeter and at building ingress points using professional security staff, video surveillance, intrusion detection systems, and other electronic means. Authorized staff must pass two-factor authentication a minimum of two times to access data center floors. All visitors and contractors are required to present identification and are signed in and continually escorted by authorized staff.

AWS only provides data center access and information to employees and contractors who have a legitimate business need for such privileges. When an employee no longer has a business need for these privileges, his or her access is immediately revoked, even if they continue to be an employee of Amazon or Amazon Web Services. All physical access to data centers by AWS employees is logged and audited routinely.

Fire Suppression

AWS installs automatic fire detection and suppression equipment in all AWS data centers. The fire detection system utilizes smoke detection sensors in all data center environments, mechanical and electrical infrastructure spaces, chiller rooms and generator equipment rooms. These areas are protected by either wet-pipe, double- interlocked pre-action, or gaseous sprinkler systems.

Controlled Environment

AWS employs a climate control system to maintain a constant operating temperature for servers and other hardware, preventing overheating and reducing the possibility of service outages. AWS data centers maintain atmospheric conditions at optimal levels. AWS personnel and systems monitor and control both temperature and humidity at appropriate levels.

Backup Power

AWS data center electrical power systems are designed to be fully redundant and maintainable without impact to operations, 24 hours a day, seven days a week. Uninterruptible Power Supply (UPS) units provide back-up power in the event of an electrical failure for critical and essential loads in the facility. Data centers use generators to provide back-up power for the entire facility.

Video Surveillance

Professional security staff strictly controls physical access both at the perimeter and at building ingress points for AWS data centers using video surveillance, intrusion detection systems, and other electronic means.

Disaster Recovery

AWS data centers include a high level of availability and tolerate system or hardware failures with minimal impact. Built in clusters in various global regions, all data centers remain online 24/7/365 to serve customers; no data center is "cold." In case of failure, automated processes move customer data traffic away from the affected area.

Adobe Risk & Vulnerability Management

Adobe strives to ensure that our risk and vulnerability management, incident response, mitigation, and resolution process is nimble and accurate. We continuously monitor the threat landscape, share knowledge with security experts around the world, swiftly resolve incidents when they occur, and feed this information back to our development teams to help achieve the highest levels of security for all Adobe products and services.

Penetration Testing

Adobe approves and engages with leading third-party security firms to perform penetration testing that can uncover potential security vulnerabilities and improve the overall security of Adobe products and services. Upon receipt of the report provided by the third party, Adobe documents these vulnerabilities, evaluates severity and priority, and then creates a mitigation strategy or remediation plan.

Internally, the Adobe Advertising Cloud security team performs a risk assessment of all Advertising Cloud components prior to every release. Conducted by highly trained security staff trusted with securing the network topology and infrastructure and Advertising Cloud application, the security reviews look for insecure network setup issues across firewalls, load balancers, and server hardware as well as application-level vulnerabilities. The security touchpoints include exercises such as threat modeling coupled with vulnerability scanning and static and dynamic analysis of the application. The Advertising Cloud security team partners with technical operations and development leads to ensure all high-risk vulnerabilities are mitigated prior to each release.

Incident Response and Notification

New vulnerabilities and threats evolve each day and Adobe strives to respond to mitigate newly discovered threats. In addition to subscribing to industry-wide vulnerability announcement lists, including US-CERT, Bugtraq, and SANS, Adobe also subscribes to the latest security alert lists issued by major security vendors.

When a significant announced vulnerability puts Advertising Cloud at risk, the Adobe PSIRT (Product Security Incident Response Team) communicates the vulnerability to the appropriate teams within the Advertising Cloud organization to coordinate the mitigation effort.

Security Coordination Center (SCC)

For Adobe cloud-based services, including Adobe Advertising Cloud, Adobe centralizes incident response, decision-making, and external monitoring in our Security Coordination Center (SCC), providing cross-functional consistency and fast resolution of issues.

When an incident occurs with an Adobe product or service, the SCC works with the involved Adobe product incident response and development teams to help identify, mitigate, and resolve the issue using the following proven process:

- Assess the status of the vulnerability
- Mitigate risk in production services
- Quarantine, investigate, and destroy compromised nodes (cloud-based services only)
- Develop a fix for the vulnerability
- Deploy the fix to contain the problem
- Monitor activity and confirm resolution

Forensic Analysis

For incident investigations, the Advertising Cloud team adheres to the Adobe forensic analysis process that includes complete image capture or memory dump of an impacted machine(s), evidence safe-holding, and chain-of-custody recording.

Adobe Data Center Physical and Environmental Controls

The below description of data center physical and environmental access controls includes controls that are common to all Adobe data center locations. Some data centers may have additional controls to supplement those described in this document.

Physical Facility Security

Adobe physically secures all hardware in Adobe-owned or -leased hosting facilities against unauthorized access. All facilities that contain production servers for Adobe Advertising Cloud include dedicated, 24-hour on-site security personnel and require these individuals to have valid credentials to enter the facility. Adobe requires PIN or badge credentials — and, in some cases, both — for authorized access to data centers. Only individuals on the approved access list can enter the facility. Some facilities include the use of man-traps, which prevent unauthorized individuals from tailgating authorized individuals into the facility.

Fire Suppression

All data center facilities must employ an air-sampling, fast-response smoke detector system that alerts facility personnel at the first sign of a fire. In addition, each facility must install a pre-action, dry-pipe sprinkler system with double interlock to ensure no water is released into a server area without the activation of a smoke detector and the presence of heat.

Controlled Environment

Every data center facility must include an environmentally controlled environment, including temperature humidity control and fluid detection. Adobe requires a completely redundant heating, ventilation and air conditioning (HVAC) system and 24x7x365 facility teams to handle any environmental issue that might arise. If the environmental parameters move outside those defined by Adobe, environmental monitors alert both Adobe and the facility's Network Operations Center (NOC).

Video Surveillance

All facilities that contain product servers for Adobe Advertising Cloud must provide video surveillance to monitor entry and exit point access, at a minimum. Adobe asks that data center facilities also monitor physical access to equipment. Adobe may review video logs when issues or concerns arise in order to determine access.

Backup Power

Multiple power feeds from independent power distribution units ensure continuous power delivery at every Adobe-owned or Adobe-leased data center facility. Adobe also requires automatic transition from primary to backup power and that this transition occurs without service interruption. Adobe requires each data center facility to provide redundancy at every level, including generators and diesel fuel contracts. Additionally, each facility must conduct regular testing of its generators under load to ensure availability of equipment.

Disaster Recovery

In the event that one of our data collection environments are unavailable due to an event, whether a problem at the facility, a local situation, or a regional disaster, Adobe follows the process described here to allow for continuation of data collection and to ensure an effective and accurate recovery.

Failover Process

When an event is determined to result in long-term data collection disruption, Adobe will reconfigure DNS to send data collection requests to a secondary location not affected by the disaster. Adobe will also manually place a hold on data processing in the primary environment to preserve the chronological order of page views, which is necessary for the recovery process to work successfully.

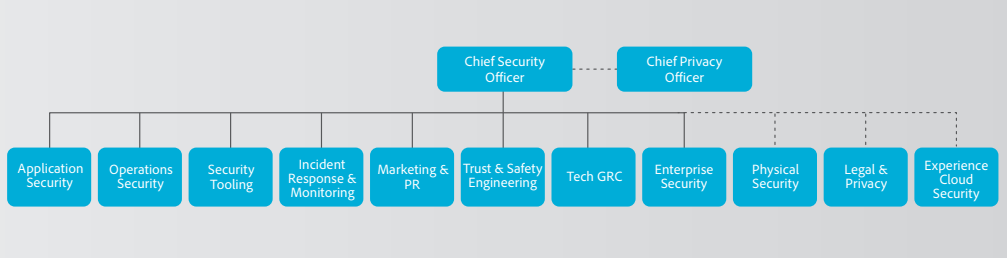
Recovery Process

When the primary data collection location is available and stable again, the failover process will be reversed. All traffic collected at the secondary location will be merged with data in the primary location, DNS records will be restored, and page views will be processed sequentially in time order. During page view processing, reports will not be real time until page view processing is complete. Page view processing will take approximately one day for every four hours the failover process was active. Time required to recover historical data from off-site may take up to an additional ten (10) days.

The Adobe Security Organization

As part of our commitment to the security of our products and services, Adobe coordinates all security efforts under the Chief Security Officer (CSO). The office of the CSO coordinates all product and service security initiatives and the implementation of the Adobe Secure Product Lifecycle (SPLC).

The CSO also manages the Adobe Secure Software Engineering Team (ASSET), a dedicated, central team of security experts who serve as consultants to key Adobe product and operations teams, including the Adobe Advertising Cloud team. ASSET researchers work with individual Adobe product and operations teams to strive to achieve the right level of security for products and services and advise these teams on security practices for clear and repeatable processes for development, deployment, operations, and incident response.



The Adobe Security Organization

Adobe Secure Product Development

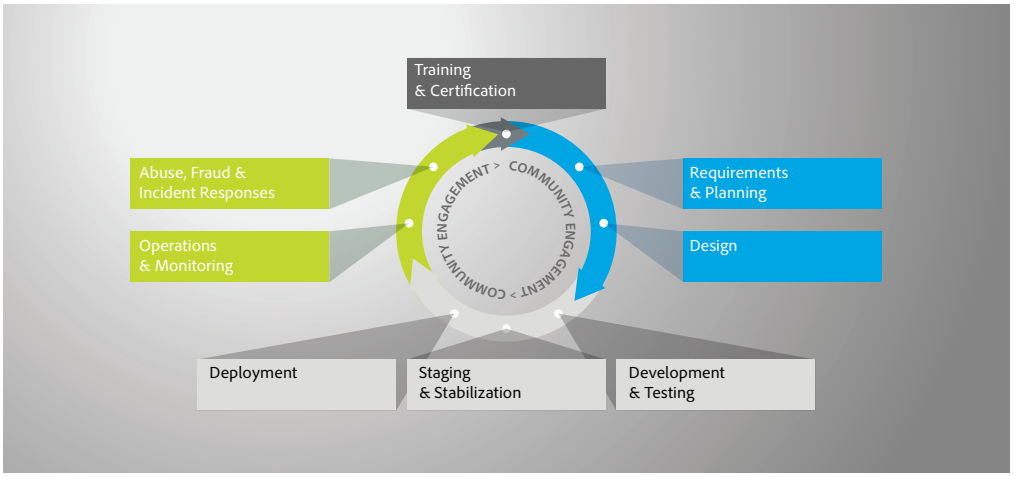
As with other key Adobe product and service organizations, the Adobe Advertising Cloud organization employs the Adobe Software Product Lifecycle (SPLC) process. A rigorous set of several hundred specific security activities spanning software development practices, processes, and tools, the Adobe SPLC is integrated into multiple stages of the product lifecycle, from design and development to quality assurance, testing, and deployment. ASSET security researchers provide specific SPLC guidance for each key product or service based on an assessment of potential security issues. Complemented by continuous community engagement, the Adobe SPLC evolves to stay current as changes occur in technology, security practices, and the threat landscape.

Adobe Secure Product Lifecycle

The Adobe SPLC activities include, depending on the specific Adobe Advertising Cloud component, some or all of the following recommended best practices, processes, and tools:

- Security training and certification for product teams
- Product health, risk, and threat landscape analysis
- Secure coding guidelines, rules, and analysis

- Service roadmaps, security tools, and testing methods that guide the Adobe Advertising Cloud security team to help address the Open Web Application Security Project (OWASP) Top 10 most critical web application security flaws and CWE/SANS Top 25 most dangerous software errors
- Security architecture review and penetration testing
- Source code reviews to help eliminate known flaws that could lead to vulnerabilities
- User-generated content validation
- Static and dynamic code analysis
- Application and network scanning
- Full readiness review, response plans, and release of developer education materials



Adobe Secure Product Lifecycle (SPLC)

Adobe Security Training

As part of the Adobe SPLC, Adobe provides security training, and opportunities to be recognized for security contributions, through the Adobe Security Belt Training & Advancement Program. The program is geared towards Adobe engineers and are based on progressive belt advancements, in the following order: green, brown and black. The Green Belt is based on eLearning and is tailored to specific Adobe roles, for example: Java Developer, PHP Developer, Program Manager, etc. These courses also help teams meet applicable compliance requirements and build on their security skills and knowledge. The Brown and Black Belts are experiential and require completion of a security project that's of benefit to the larger Adobe engineering community. The program is intended to help ensure security expertise in deploying products and services.

Various teams within the Adobe Advertising Cloud organization participate in additional security training and workshops to increase awareness of how security affects their specific roles within the organization and the company as a whole.

Adobe Corporate Locations

Adobe maintains offices around the world and implements the following processes and procedures company-wide to protect the company against security threats:

Physical Security

Every Adobe corporate office location employs on-site guards to protect the premises 24x7. Adobe employees carry a key card ID badge for building access. Visitors enter through the front entrance, sign in and out with the receptionist, display a temporary Visitor ID badge, and are accompanied by an employee. Adobe keeps all server equipment, development machines, phone systems, file and mail

servers, and other sensitive systems locked at all times in environment-controlled server rooms accessible only by appropriate, authorized staff members.

Virus Protection

Adobe scans all inbound and outbound corporate email for known malware threats.

Adobe Employees

Employee Access to Customer Data

Adobe maintains segmented development and production environments for Adobe Advertising Cloud, using technical controls to limit network and application-level access to live production systems. Employees have specific authorizations to access development and production systems, and employees with no legitimate business purpose are restricted from accessing these systems.

Background Checks

Adobe obtains background check reports for employment purposes. The specific nature and scope of the report that Adobe typically seeks includes inquiries regarding educational background; work history; court records, including criminal conviction records; and references obtained from professional and personal associates, each as permitted by applicable law. These background check requirements apply to regular U.S. new hire employees, including those who will be administering systems or have access to customer information. New U.S. temporary agency workers are subject to background check requirements through the applicable temporary agency, in compliance with Adobe's background screen guidelines. Outside the U.S., Adobe conducts background checks on certain new employees in accordance with Adobe's background check policy and applicable local laws.

Employee Termination

When an employee leaves Adobe, the employee's manager submits an exiting worker form. Once approved, Adobe People Resources initiates an email workflow to inform relevant stakeholders to take specific actions leading up to the employee's last day. In the event that Adobe terminates an employee, Adobe People Resources sends a similar email notification to relevant stakeholders, including the specific date and time of the employment termination.

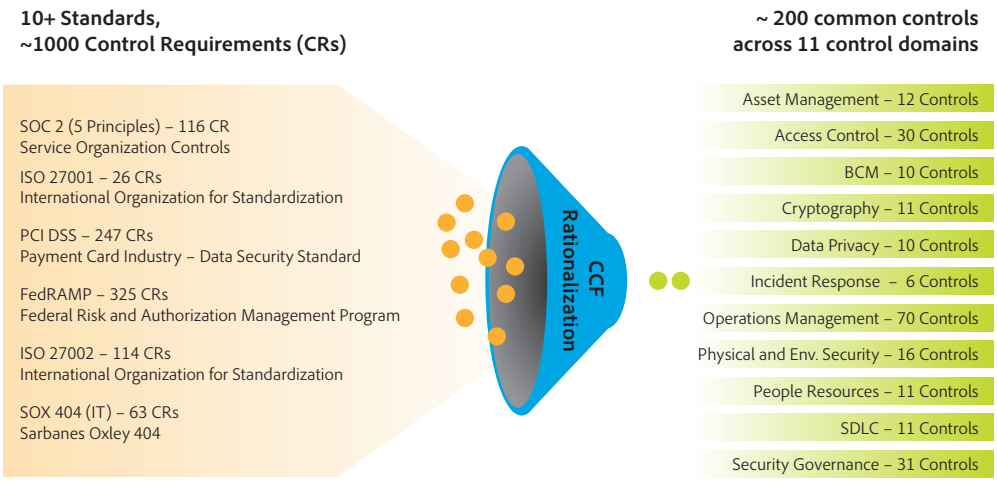
Adobe Corporate Security then schedules the following actions to help ensure that, upon conclusion of the employee's final day of employment, he or she can longer access to Adobe confidential files or offices:

- Email Access Removal
- Remote VPN Access Removal
- Office and Datacenter Badge Invalidation
- Network Access Termination

Upon request, managers may ask building security to escort the terminated employee from the Adobe office or building.

Adobe Advertising Cloud Compliance

The Adobe Common Controls Framework (CCF) is a set of security activities and compliance controls that are implemented within our product operations teams as well as in various parts of our infrastructure and application teams. In creating the CCF, Adobe analyzed the criteria for the most common security certifications for cloud-based businesses and rationalized the more than 1,000 requirements down to Adobe-specific controls that map to approximately a dozen industry standards.



Adobe Common Controls Framework (CCF)

Current Standards and Regulatory Compliance for Adobe Marketing Cloud

SOC 2 is SOC 2 is a set of security principles that define leading practice controls relevant to security, confidentiality, and privacy. Adobe Advertising Cloud is SOC 2 – Type 2 (Security & Availability) compliant.

ISO 27001 is a set of globally adopted standards that outline stringent security requirements and provide a systematic approach to managing the confidentiality, integrity, and availability of customer information. Adobe Advertising Cloud is compliant with ISO 27001:2013.

The Gramm-Leach-Bliley Act (GLBA) requires that financial institutions safeguard their customers' personal data. Adobe Advertising Cloud is GLBA-Ready, meaning that it enables our FSI customers to comply with the GLBA Act requirements for using service providers. Ultimately, the customer is responsible for ensuring their compliance with their legal obligations, that our solutions meet their compliance needs, and that they secure the solutions in an appropriate way.

The Federal Risk and Authorization Management Program (FedRAMP) is a collection of mandatory standards established by the U.S. Federal Government for security assessment and purchase approval for cloud solutions. Adobe Advertising Cloud is compliant with FedRAMP.

The Health Insurance Portability and Accountability Act (HIPAA) is legislation that governs the use of electronic medical records, and it includes provisions to protect the security and privacy of personally identifiable health-related data, called protected health information (PHI). Adobe Advertising Cloud is HIPAA-compliant, which means it can enable our enterprise customers to use our solutions in a way that they can meet their obligations under HIPAA regulations. Ultimately, the customer is responsible for ensuring their compliance with their legal obligations, that our solutions meet their compliance needs, and that they secure the solutions in an appropriate way.

The U.S. Family Education Rights and Privacy Act (FERPA) is designed to preserve the confidentiality of U.S. Student education records and directory information. Under FERPA guidelines, Adobe can contractually agree to act as a "school official" when it comes to handling regulated student data and therefore to enable our education customers to comply with FERPA requirements. Ultimately the customer is responsible for ensuring their compliance with their legal obligations, that our products meet their compliance needs, and that they secure the products in an appropriate way. Adobe Advertising Cloud is FERPA-Ready.

Customer Data Confidentiality

Adobe treats customer data as confidential. Adobe does not use or share the information collected on behalf of a customer except as may be allowed in a contract with that customer and as set forth in the Adobe Terms of Use and the Adobe Privacy Policy. Adobe Systems Incorporated (our U.S. company) also adheres to the European Union Safe Harbor Privacy Program.

Conclusion

The proactive approach to security and stringent procedures described in this paper help protect the security of Adobe Advertising Cloud and your confidential data. At Adobe, we take the security of your digital experience very seriously and we continuously monitor the evolving threat landscape to stay ahead of malicious activities and help ensure the secure our customers' data.

For more information, please visit: http://www.adobe.com/security

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