



DATA INGRESS AND RETENTION POLICY

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Effective December 8, 2024

Bluecore may update this Policy at any time by posting a revised version here. Updated versions of this Policy will take effect thirty (30) days following their posting to www.bluecore.com/legal.

DATA INGRESS

Data ingested into Bluecore must meet the following guidelines, otherwise Bluecore may not accept such data or otherwise be able to make such data available for Customer's use:

- The correct pre-specified conditions for data format based on data type must be used. These pre-specified conditions depend on whether the data is one of the following: customer/ shopper attributes, product attributes, events, IDs, lists, etc. If the correct format is not used, Bluecore may be unable to process the data or the data may be processed incorrectly. The foregoing list may be updated from time to time, and will be reflected in a future published version of an update to this policy. Please refer to details within the Bluecore Platform or the Bluecore Reference Architecture for details.
- File imports must be received by Bluecore at least twenty-four (24) hours prior to the time of their intended use, otherwise Bluecore may be unable to proceed in accordance with Customer's proposed timelines.
 - Files must be smaller than 3.5 GB, and must be in CSV format, with an acceptable file name format. Please refer to details within the Bluecore Platform or the Bluecore Reference Architecture for details for acceptable file name formats. If files do not meet the foregoing requirements then they may not be accepted by Bluecore, Bluecore may be unable to process the file, or the file may be processed incorrectly.

Status on file imports (e.g., uploaded, processing, complete) may be available within the Bluecore Platform.

With respect to data exports (if Customer has purchased the applicable Bluecore Service), the maximum acceptable audience export size is twenty million (20,000,000) rows. Bluecore reserves the right to reject any attempted data exports in excess of that amount.

Bluecore's Asset Library (the repository of images that the Customer may use in campaigns) only accommodates a maximum of five thousand (5,000) stored items. Attempts to store items in excess of this quantity may be unsuccessful or cause substantial disruption to Customer's experience using the Bluecore Platform.



DATA RETENTION

Bluecore receives and retains certain Customer Data in support of the services we provide to our customers. The minimum retention period for some types of data processed and stored by Bluecore is described below. The below table defines the Retention Period, and the Action that Bluecore may (but is not obligated to) take following the Retention Period.

Data Categories:

- **Shopper Data**
 - Eligibility (i.e., subscribed or not subscribed to receive marketing emails and/or Mobile Messaging)
 - Purchases made
 - Other Customer Site behaviors (e.g., cart, view, search)
 - Shopper IDs (includes 3rd party sources of attributes made available by Customer to Bluecore (e.g., Amperity, Kobie, Merkle))
 - Shopper attributes
 - Products
- **Campaign-Related Data**
 - Campaign attributes (e.g., campaign name, campaign ID, campaign type, audiences used, channel)
 - Campaign content (e.g., images and media assets, coupons, links/shortened links, other VTE content)
 - Campaign analytics & metrics (e.g., halts, sends & delivers, engagement metrics (e.g., opens, clicks, and conversions))
- **Customer Site Configuration Data**
 - Bluecore Platform user & usage data/ audit logs (e.g., administrators, marketers)¹
 - Creative repository (for storing assets (e.g., fonts, images), widgets, and templates)
 - Audiences
 - Predictive Scores
 - Email lists
 - coupons
 - Integrations
 - Imported files

Data Category	Data Type	Retention Period	Action when Past Retention Period
Shopper Data	Events - Purchases	2 yrs (Active), 10 years (Archive - for CMA) ²	Delete

¹ This data is owned by Bluecore

² 10 years of purchase data is used for Bluecore's Customer Movement Analysis ("**CMA**"); however, only 2 years of historical data is required for production use (e.g., in Audience Builder)



Shopper Data	Events - Other Site Events	2 yrs	Delete
Shopper Data	Events - Channel (Email, SMS)	2 yrs	Delete
Shopper Data	Shopper Attributes ³	2 yrs, if unused	Delete
Shopper Data	Eligibility (Audit Trail)	5 years	Delete
Shopper Data	Product Attributes	2 yrs, if unused	Delete
	Historical ID Mappings	2 yrs	Delete
	Custom Tables	2 yrs, if unused	Delete
Customer Site Configuration Data	Audiences, Email Lists, Coupons	2 yrs, if unused	Archive
Campaign-Related Data	Campaigns and Campaign Attributes	2 yrs, if unused	Archive
Campaign-Related Data	Campaigns Content e.g. Assets & Templates	2 yrs, if unused	Delete
Campaign-Related Data	Analytics	3 yrs	Archive
	SFTP Data	30 Days	Delete
Customer Site Configuration Data	Imported Files	90 Days	Delete

Usage

Data is deemed “unused” with respect to the above table if it: (i) has not been utilized within the last twelve (12) months in an audience, campaign, data analytics, data science models, or exports; OR (ii) the name of the data field indicates it is only for one-time use (e.g., “temp”, year/month markings)

Status

- Active - Data in the Bluecore Platform that is not Archived or Deleted.
- Archived - Data is not available for immediate use within the Bluecore Platform (e.g., cannot be used within Audience Builder)
- Deleted - Data no longer available within the Bluecore Platform nor recoverable by Bluecore or Customer

³ Includes derived/ aggregated fields.



Former Bluecore Customers

Notwithstanding the above table, Bluecore has no obligation to maintain *any* Customer Data for a period longer than thirty (30) days following the expiration or termination of all Customer SOWs with Bluecore. Customer Data will be made available for download during such thirty (30) day period.