

1. Optimizely Product Data Retention Table, V1.0

Product	Data look back / retrieval in active subscription *	Standard customer data access duration post termination
Content / B2C Commerce Clouds	Unlimited, controlled by customer	30 days
B2B Commerce Cloud	Unlimited, stored indefinitely	30 days
Recommendations - Content	Data and Content are stored indefinitely. User interaction and recommendation data for inactive users is deleted after 12 months.	30 days
Recommendations - Product	Behavioral data stored up to 42 and some aggregations stored for 90 days. Orders, product catalogs and reports stored indefinitely.	30 days
Experimentation	18 months of experiment data. Available in raw data export for 12 months only.	30 days
ODP	Unlimited, stored indefinitely	30 days
Campaign	Unlimited, controlled by customer	30 days
Marketing Orchestration	Unlimited, stored indefinitely	30 days
Search & Navigation	Unlimited, controlled by customer	30 days
Community API	Unlimited, controlled by customer	30 days

\*Please note that for subscriptions that have been terminated, the possibility to lookback / retrieve is limited to 30 days after the agreement termination date.

2. Revision:

This table shall be reviewed in its entirety, including all appendices, by the policy owner(s) no less than once in every twelve months or within 60 days after the event of significant changes to the business; Optimizely environment or applicable laws and regulations.

2.1 Revision History

- V1.0 Published on 10-Aug-2024.