

Sitecore
Personalize
privacy brochure



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Sitecore Personalize

1. Overview

This Privacy brochure provides a high-level outline for privacy considerations in the Sitecore Personalize product offering.

2. Product description

Sitecore Personalize is an omnichannel experimentation and personalization solution powered by real-time customer insights. Enabling experience optimization across all inbound and outbound channels, it makes it easy for users to deliver personalized marketing, e-commerce, and customer experiences across their entire technology ecosystem.

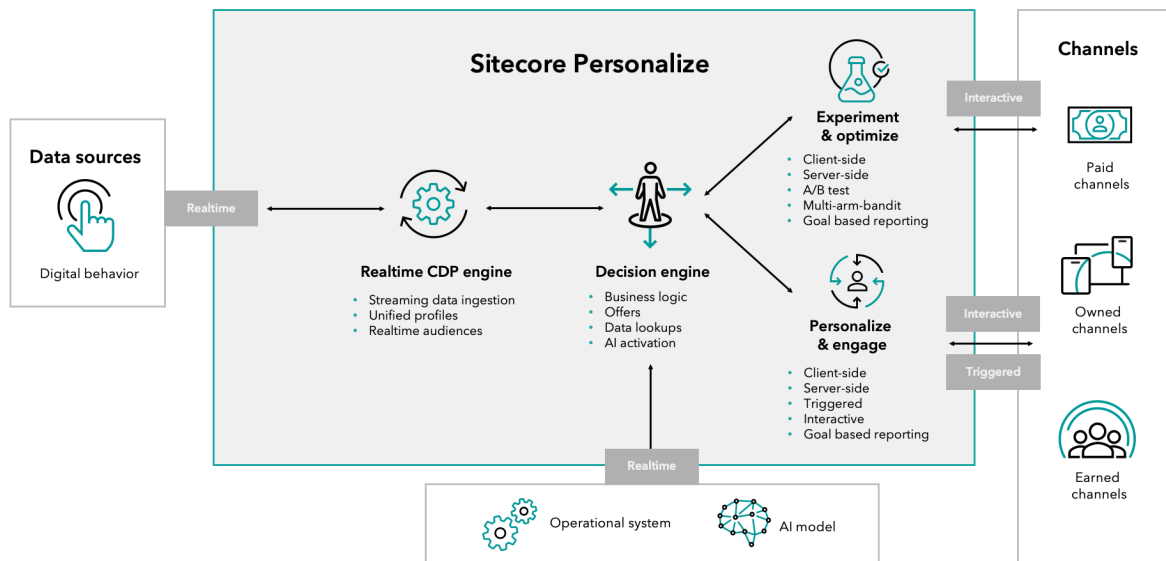


Figure 1: Sitecore Personalize – How it works

3. Personal data processing

The diagram below shows the flow of data through Sitecore's Personalize environment.

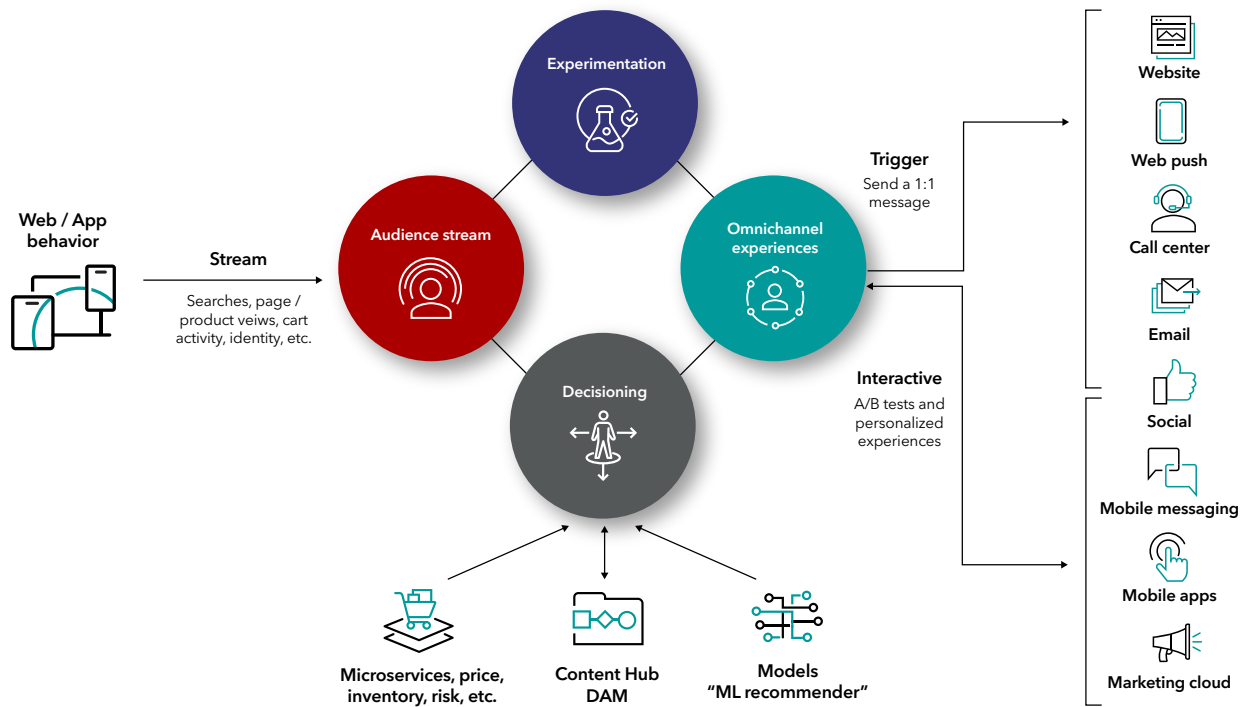


Figure 2: Sitecore Personalize – data flow diagram



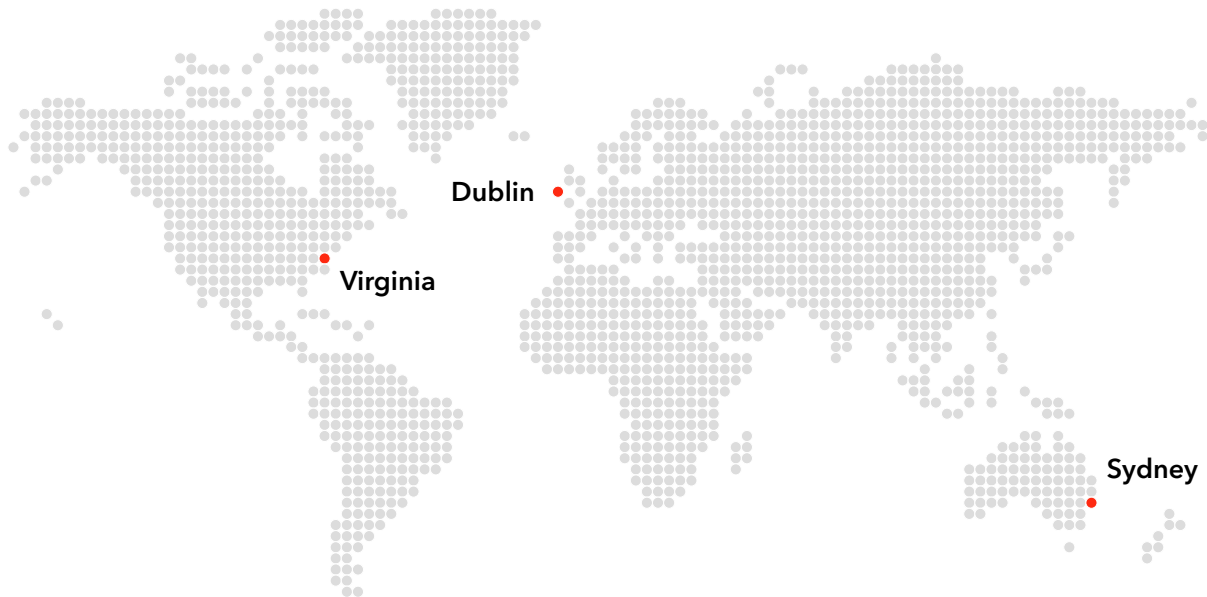
The table below lists the personal data processed by Sitecore Personalize to provide its services. It also describes why the data is processed.

Personal data category	Type of personal data	Purpose of processing	Data subject category
Contact information	<ul style="list-style-type: none"> Name Email address 	Account creation and service activation.	Customers
Identifiers	<ul style="list-style-type: none"> Unique personal identifier Device data (device name, browser / OS version, device configuration, settings, etc.) Online identifiers 	Provide the Service and associated features.	Users
Commercial information	<ul style="list-style-type: none"> Business logic information Data lookups (operational systems) Offer information Results from external connections (hosted AI/machine learning models or data systems) used in decision models 	Provide the Service and associated features.	Users
Internet or other similar network activity	<ul style="list-style-type: none"> Browsing history Search history Information on a consumer's interaction with a website, application, or advertisement Referring URLs 	Provide the Service and associated features.	Users

4. Storage of your data

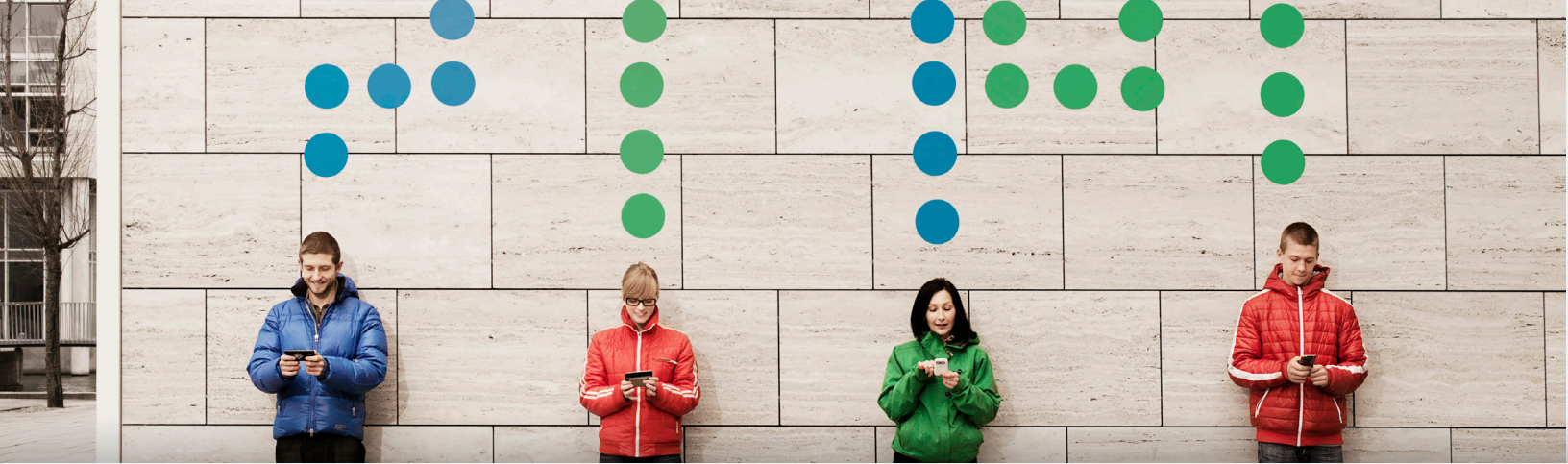
Sitecore Personalize leverages third-party cloud hosting providers to provide services globally.

Sitecore Personalize uses Amazon Web Services (AWS) as a Cloud Service Provider for storing data associated with providing its services.



Sitecore Personalize operates AWS data centers in:

- Dublin, Ireland – for customers in the EMEA
- Sydney, Australia – for customers in APAC
- Virginia, United States – for customers in the Americas



5. Sitecore Personalize access to your data

Access to Customer Data is highly regulated. In general, only select Sitecore personnel have direct access to Customer Data, primarily for troubleshooting customer support inquiries or addressing service-related issues, where applicable.

6. Who we share your data with (primary vendors)

Entity name	Description of the performance	Data location
AWS	Cloud Service Provider	Virginia, United States
AWS	Cloud Service Provider	Dublin, Ireland
AWS	Cloud Service Provider	Sydney, Australia

7. Retention of your data

The table below lists the category of data used and the default length of time that data needs to be retained.

User interaction data:	Data set	Retention period
Live storage data:	Sessions	Latest 40 or up to 90 days
	Events	100 Per session or up to 90 days
	Anonymous guests	Inactive profiles purged after 6 months
Analytics data:		Contract duration or to an agreed data retention policy
Archival storage data:		Contract duration or to an agreed data retention policy
Live log data	Application logs	30 Days
Archive storage log data	Application logs	Duration of contract

8. General security

Sitecore Personalize aligns to ISO27001 and has implemented appropriate technical and organizational measures designed to secure personal data from accidental loss and unauthorized access, use, alteration, and disclosure. In addition to other security measures, AWS services include, but are not limited to AWS Cloudwatch, AWS Guardduty, AWS S3, AWS IAM, and AWS EBS.

Sitecore Personalize has implemented measures to transport, transmit, and communicate or store data on data media (manual or electronic) and for subsequent checking (e.g., database security, transmission security), including encryption, DLP, and data segregation.

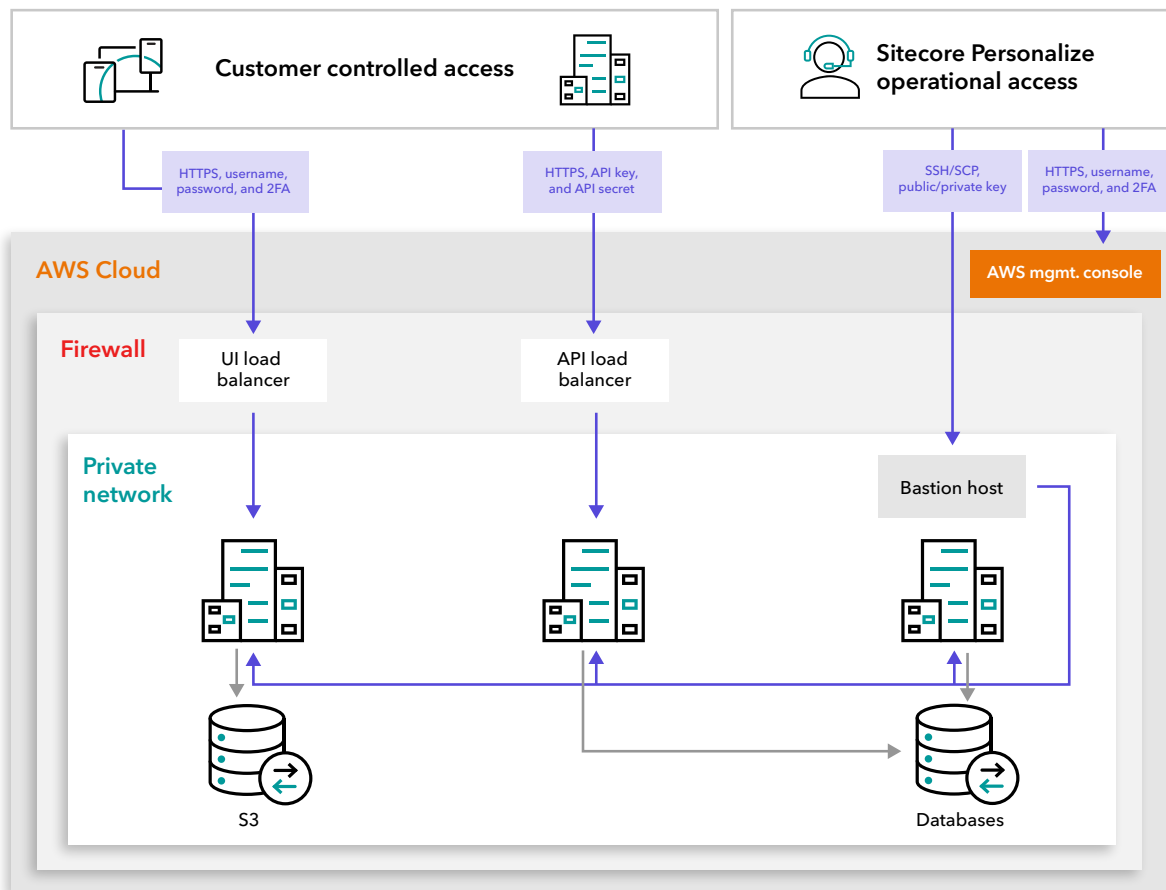


Figure 3: Sitecore Personalize – Security architecture overview

9. Resources

Further information about Sitecore Personalize’s privacy and security efforts can be found on our [Trust Center here](#).

About Sitecore

Sitecore delivers a digital experience platform that empowers the world's smartest brands to build lifelong relationships with their customers. A highly decorated industry leader, Sitecore is the only company that combines content, commerce, and data in one connected platform. Leading companies including American Express, ASOS, Carnival Cruise Lines, Kimberly-Clark, L'Oréal, and Volvo Cars rely on Sitecore to provide more engaging, personalized experiences for their customers.

Experience more at [Sitecore.com](https://www.sitecore.com).