







Retailer Data	The data as it exists, received from the chain, without any Adheris technical processes or routines applied to it.
PHI / PII	The sensitive attributes present within the data we receive from the chains
Operations Data	The data elements obtained / derived from the retailer data, used to drive Adheris' execution engines
Analytics Data	The data elements obtained / derived from Adheris' execution engines, used to generate analytical output
Billing / Finance Data	The data elements obtained / derived from Adheris' execution engines, used to inform finance related tasks and decisions
Dev/Test Data	Various copies of other data driven environments within the Adheris network, specific to given development requirements
Ref Data	Configuration data programmed via manual data input, per business agreement specifications
Business Terms and Agreements	Contracted specifications with our partners, including retailers