

Infrastructure and Sub-processors for Customer 360 Audiences

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Scope

This documentation describes the infrastructure environment, sub-processors and certain other entities material to Salesforce’s provision of the services branded as Customer 360 Audiences. This documentation does not apply to other Salesforce services that may be associated with or integrate with Customer 360 Audiences, including, without limitation, Salesforce Services, Marketing Cloud, Customer 360 Data Manager, MuleSoft, and Tableau. Documentation for those services is available in the Trust and Compliance Documentation.

Sub-processors — Customer Data Storage

Customer 360 Audiences is hosted in the first-party data centers set out in the Salesforce Services Infrastructure and Sub-Processor Documentation available [here](#).

In addition, the infrastructure used by Salesforce to host Customer Data submitted to Customer 360 Audiences is provided by the entities set out in the below table. For customers subscribing before January 4, 2021, Customer Data is stored in data centers as described in the Americas & APAC Customer Region below. For customers subscribing after January 4, 2021, Customer Data is stored in data centers in the region from which a customer subscribes to Customer 360 Audiences. For customers based in the Americas and the Asia Pacific (APAC) region, including Japan and Australia, Salesforce stores Customer Data as described in the Americas & APAC Customer Region below. For customers based in Europe, the Middle East, and Africa (EMEA), Salesforce stores Customer Data as described in the EMEA Customer Region below.

Customer Region: Americas & APAC		
Entity Name	Entity Type	Country
Amazon Web Services, Inc.	Third-party hosting provider	• United States

Customer Region: EMEA		
Entity Name	Entity Type	Country
Amazon Web Services, Inc.	Third-party hosting provider	• Germany

Redundancy for these data centers is distributed among availability zones within either the Americas or EMEA region. In addition, Salesforce may store across its data storage locations identifying information about Customer’s instance(s) of the Customer 360 Audiences Services and identifying information about Users for the purposes of operating the Customer 360 Audiences Services, such as facilitating the login process and the provision of customer support.

Sub-processors — Customer Data Processing

The following legal entities are engaged in Processing Customer Data for non-storage purposes. Salesforce’s third-party customer support providers only have access to Customer Data to the extent a User grants such access as described in the User Guide. Such service providers may also have access to the following Personal Data about Users for the purpose of routing and facilitating customer support requests: first and last name, email address, username, phone number, and physical business address.

Entity Name	Entity Type	Entity Country
<p>salesforce.com, inc. and its Affiliates in the countries listed to the right*</p> <p>*A current list of salesforce.com, inc.’s Affiliates is set forth in salesforce.com, inc.’s most recent form 10-k (Exhibit titled “List of Subsidiaries”) with the United States Securities and Exchange Commission (SEC) available at https://investor.salesforce.com/overview/default.aspx</p>	Salesforce Affiliate	<ul style="list-style-type: none"> ● United States ● Austria ● Australia ● Brazil ● Canada ● France ● Germany ● India ● Ireland ● Israel ● Italy ● Japan ● Netherlands ● Singapore ● Spain ● Sweden ● Switzerland ● United Kingdom
Cognizant Technology Solutions U.S. Corporation	Third-Party Service Provider: Customer Support	<ul style="list-style-type: none"> ● United States
Cognizant Technology Solutions Hungary Kft.	Third-Party Service Provider: Customer Support	<ul style="list-style-type: none"> ● Hungary
Cognizant Technology Solutions India Pvt. Ltd.	Third-Party Service Provider: Customer Support	<ul style="list-style-type: none"> ● India
Cognizant Technology Solutions Philippines, Inc.	Third-Party Service Provider: Customer Support	<ul style="list-style-type: none"> ● Philippines
Accenture, Inc.	Third-Party Service Provider: Customer Support	<ul style="list-style-type: none"> ● Philippines

Customers may subscribe to notifications of new Sub-processors by filling out this [form](#).

Content Delivery Networks

Customer 360 Audiences uses content delivery networks (“CDNs”) to optimize content delivery. CDNs are commonly used systems of distributed services that deliver content based on the geographic location of

the individual accessing the content and the origin of the content provider. Salesforce uses CDNs to cache a common web app framework that assists in rendering web pages. In addition, the following describes the use of CDNs by certain features of Customer 360 Audiences.

Service Using CDN	CDN Used	Location	Description of CDN Services
Customer 360 Audiences	Akamai, Inc.	Global	Salesforce may use Akamai Edge CDN services to provide the Customer 360 Audiences Services, and to optimize content delivery via the Customer 360 Audiences services.