

# Customer 360 Audiences Notices and License Information

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## Services Covered

This Documentation is applicable to the services branded as Customer 360 Audiences (the “Covered Service”).

For purposes of clarification, this documentation does not apply to those services that may be used in connection with Customer 360 Audiences, such as Marketing Cloud, Sales Cloud, Service Cloud, B2C Commerce/Commerce Cloud, and Customer 360 Data Manager. Documentation for those services is available in the [Trust and Compliance Documentation](#).

## Purpose of This Documentation

This Documentation describes features, restrictions, and notices associated with any:

- information sourced from third parties or public sources and provided to users via the Covered Services;
- Covered Services functionality that allows users to interact with third-party products, services or platforms; and
- desktop and mobile device software applications provided in connection with the Covered Services.

See your Order Form(s) for additional terms that may apply to your use of the Covered Services.

## Customer Data

This Documentation does not modify Salesforce’s obligations with respect to Customer Data as defined in Salesforce’s [Master Subscription Agreement](#).

## Acceptable Use and External-Facing Services Policy

The Covered Services are subject to the [Acceptable Use and External-Facing Services Policy](#), as applicable.

## MFA Requirement for Using the Covered Services:

Starting February 1, 2022, Salesforce will begin requiring customers to enable Multi-Factor Authentication (MFA) for all Covered Services. Customer must satisfy the MFA requirement by either: (1) enabling Multi-Factor Authentication for all users who log in to Customer’s Covered Services through the user interface or (2) ensuring MFA is enabled for all users who use Single Sign-On (SSO) to access Customer’s Covered Services, by using the SSO provider’s MFA services or, where supported, by turning MFA on in Salesforce products. Further information on MFA, including acceptable verification methods for MFA, can be found [here](#).

## Third-Party Platforms

The Covered Services may allow users to interact with third-party products, services and platforms, including Non-Salesforce.com Applications, websites, products, services and platforms operated by or on behalf of a customer of the Covered Services (collectively “Third-Party Platforms”).

- Customers must enable the Covered Services as may be required to access their Third-Party Platform accounts.
- The Covered Services may access, collect, process, and/or store information or content from Third-Party Platform accounts (including information otherwise classified as Customer Data under

- a customer's agreement with Salesforce).
- Customers are solely responsible for any content their users provide to any Third-Party Platform.
  - Customers are solely responsible for any information accessed by their users or any third party from any Third-Party Platform.
  - Customers are solely responsible for their users' interactions or communications with third parties through any Third-Party Platforms.
  - Customers are solely responsible for any transactions relating to a separate agreement or arrangement between customers or their users and any Third-Party Platform provider or website and otherwise complying with such agreements.
  - Customers are solely responsible for ensuring they have the necessary rights from any Third-Party Platform provider to enable the integration between Covered Services and the Third-Party Platform.

### **Interoperation with Other Services**

The Covered Services may interoperate or integrate with other services provided by Salesforce or third parties. Customer is responsible for compliance with any terms of service provided by Salesforce or third parties in their use of Customer 360 Audiences. The Notices and License Information documentation for such services provided by Salesforce is available in the [Trust and Compliance Documentation](#).

### **Distributed Software**

Please see the Open Source section of the [Trust and Compliance Documentation website](#) for any notices required by licensors related to the Covered Services.