

Infrastructure and Sub-processors for Einstein Platform

Published: May 7, 2021

Scope

This documentation describes the infrastructure environment, sub-processors and certain other entities material to Salesforce’s provision of the services provided by following Salesforce that are branded as follows (collectively, for the purposes of this document, the “Covered Services”):

- **Einstein Bots¹**
- **Einstein Conversation Insights²**
- **Einstein Copy Insights**
- **Einstein Engagement Scoring for Email**
- **Einstein Vision and Language**
- **Einstein Prediction Builder** (included in **Tableau CRM³ Plus** and **Einstein Prediction**)
- **Einstein Vision for Social Studio**
- **High Velocity Sales**
- **Sales Cloud Einstein**
- **Salesforce Inbox**
- **Pardot Einstein**
- **Service Cloud Einstein**

The terms in this document which apply to Covered Services also apply to the following features:

- **Einstein Activity Capture** feature, **Einstein Opportunity Scoring** feature, and **Account Intelligence** feature as part of the **Sales Cloud Service**
- **Einstein Bots** feature, **Einstein Case Classification** feature, **Einstein Case Wrap-Up** feature, **Einstein Article Recommendations**, and **Einstein Reply Recommendations** feature as part of the **Service Cloud Service**
- **Einstein Object Detection** feature as part of the **Consumer Goods Cloud Service**
- **Einstein Prediction Builder** feature as part of **Sales Cloud**, **Service Cloud**, or **Lightning Platform**
- **Einstein Referral Scoring** feature as part of **Tableau CRM for Financial Services**
- **Einstein Recommendation Builder** feature as part of **Lightning Platform**

This documentation does not apply to all Einstein-branded Services unless they are listed above. All capitalized terms used in this documentation are defined in Salesforce’s [Master Subscription Agreement](#) and/or Data Processing Addendum.

Covered Services Accessed Through Other Services

With the exception of Einstein Vision and Language—which is accessed directly via the Einstein.ai API—the Covered Services run across two different infrastructures, each described in separate Documentation in the table below. Customers access a Covered Service’s backend data science infrastructure, such as Sales Cloud Einstein, through another Service (an “Underlying Service”) such as Sales Cloud. This

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² Formerly known as Einstein Call Coaching, and is available both as its own Service and as a feature of High Velocity Sales.

³ Tableau CRM refers to Services formerly branded as Einstein Analytics.

Documentation describes the back-end infrastructure used by an Underlying Service to store and process Customer Data for data science. The Underlying Service, including the data stored on the underlying Services, the predictions written back to the Underlying Service, and User’s login to the Underlying Service, remains subject to the Underlying Service’s Documentation:

Covered Service	Underlying Service Documentation
Einstein Bots Service Cloud Einstein	Salesforce Services Documentation , specifically those terms that apply to Service Cloud Messaging Documentation (Einstein Bots only)
Einstein Engagement Scoring for Email Einstein Copy Insights	Marketing Cloud Documentation , specifically those terms that apply to “ExactTarget” and “Predictive Intelligence”
Einstein Prediction Builder (included in Tableau CRM Plus and Einstein Prediction)	Salesforce Services Documentation
Einstein Vision and Language	N/A
Einstein Vision for Social Studio	Social Studio Documentation
Pardot Einstein	Pardot Services Documentation
Sales Cloud Einstein	Salesforce Services Documentation , specifically those terms that apply to Sales Cloud and Tableau CRM
Einstein Conversation Insights High Velocity Sales Salesforce Inbox	Salesforce Services Documentation , specifically those terms that apply to Sales Cloud

Sub-processors — Customer Data Storage

The infrastructure used by Salesforce to host Customer Data is provided by a third-party provider, Amazon Web Services, Inc. (“AWS”). The following table describes the countries and legal entity engaged in the storage of Customer Data by Salesforce for the Covered Services. In addition, Salesforce may store across its data storage locations identifying information about Customer’s instance(s) of the Covered Services and identifying information about Users for the purposes of operating the Covered Services, such as facilitating the login process and the provision of customer support.

Covered Service	Entity	Entity Type	Country ⁴
Einstein Engagement Scoring for Email*	AWS	Third-party hosting provider	<ul style="list-style-type: none"> ● United States ● Germany

⁴ If your Org is migrated to a new Country, your Customer Data relating to the Covered Services may remain in its original location.

Einstein Bots**	AWS (partially powered by Heroku)	Third-party hosting provider	<ul style="list-style-type: none"> ● United States ● Germany ● Ireland ● Japan ● Australia
Einstein Prediction Builder*** (included in Tableau CRM Plus and Einstein Prediction, as an Einstein Feature) Einstein Recommendation Builder*** (included in Service Cloud Einstein and as an Einstein Feature)	AWS	Third-party hosting provider	<ul style="list-style-type: none"> ● United States ● Germany
Einstein Object Detection as part of Consumer Goods Cloud*****	AWS	Third-party hosting provider	<ul style="list-style-type: none"> ● United States ● Ireland ● Germany
Einstein Copy Insights [†]	AWS	Third-party hosting provider	<ul style="list-style-type: none"> ● United States ● Ireland
Einstein Language Einstein Vision	AWS	Third-party hosting provider	<ul style="list-style-type: none"> ● United States
Pardot Einstein	AWS	Third-party hosting provider	<ul style="list-style-type: none"> ● United States
Service Cloud Einstein, Case Classification feature, Case Wrap-Up and Article Recommendation feature			
Einstein Case Classification (formerly Einstein Agent);*** Einstein Case Wrap-Up***	AWS	Third-party hosting provider	<ul style="list-style-type: none"> ● United States ● Germany
Einstein Article Recommendations*** Einstein Reply Recommendations***	AWS (partially powered by Heroku)	Third-party hosting provider	<ul style="list-style-type: none"> ● United States ● Germany ● Ireland ● Japan ● Australia
Sales Cloud Einstein, Salesforce Inbox, High Velocity Sales, Einstein Conversation Insights, Einstein Activity Capture Feature, the Opportunity Scoring Feature, and the Account Intelligence feature			

Einstein Activity Capture;**** Salesforce Inbox**** High Velocity Sales**** Einstein Conversation Insights****	AWS	Third-party hosting provider	<ul style="list-style-type: none"> ● United States ● Germany ● France
Account Insights; Einstein Automated Contacts; Einstein Forecasting; Einstein Lead Scoring; Opportunity Insights	AWS	Third-party hosting provider	<ul style="list-style-type: none"> ● United States
Opportunity Scoring; Account Intelligence	AWS	Third-party hosting provider	<ul style="list-style-type: none"> ● United States

The infrastructure used by Salesforce to host Customer Data submitted to the services branded as Sales Cloud Einstein also utilizes the architecture for Sales Cloud. The Security, Privacy and Architecture documentation for Sales Cloud Einstein Services is available in the [Trust and Compliance Documentation](#). Further information about security provided by AWS is available from the [AWS Security Website](#), including [AWS's overview of security processes](#).

*Currently, the infrastructure hosted by AWS in provisioning of Einstein Engagement Scoring for Email is located in the United States and Germany. If your Marketing Cloud Data is located in the EMEA region, Salesforce stores your Customer Data for Einstein Engagement Scoring for Email on AWS infrastructure located in Germany; and (2) for all other Customers, your Customer Data for Einstein Engagement Scoring for Email is located in the United States. Additional information about geographies for Customer Data storage for Marketing Cloud is available in the "Infrastructure and Sub-processors" documentation available [here](#).

**Currently, the infrastructure hosted by AWS in the provisioning of Einstein Bots is located in the United States, Germany, Ireland, Japan, and Australia. Your Einstein Bots Customer Data will be processed for run-time operations on Heroku in an AWS region closest to where their Service Cloud Customer Data is stored. For example, if your instance for Service Cloud is located in the EMEA region, run-time processing will take place in AWS infrastructures located in Europe.

In addition, if you enable NLP functionality, your Customer Data will also be stored and processed in the United States or Europe, regardless of where your Service Cloud Customer Data is stored. If your Service Cloud instance is located in the EMEA region, and your Bots account was enabled on or after February 15, 2020, NLP Customer Data will be stored in Europe. Otherwise, your NLP Customer Data will be stored in the United States. Additional information about geographies for Customer Data storage for Service Cloud is available in the "Infrastructure and Sub-processors" documentation available [here](#).

***The AWS infrastructure used to store Customer Data for Einstein Case Classification, Einstein Case Wrap-Up, Einstein Article Recommendations, Einstein Reply Recommendations, Einstein Recommendation Builder, and Einstein Prediction Builder features are located in the United States, or Germany. If your

instance for Service Cloud and Sales Cloud is located in the EMEA region, Salesforce stores Customer Data for Einstein Case Classification, Einstein Case Wrap-Up, Einstein Article Recommendations, Einstein Reply Recommendations, Einstein Recommendation Builder, and/or Einstein Prediction Builder on AWS infrastructure located in Germany. For all other Customers, Salesforce stores Customer Data for Einstein Case Classification, Einstein Case Wrap-Up, Einstein Article Recommendations, Einstein Reply Recommendations, Einstein Recommendation Builder, and/or Einstein Prediction Builder on AWS infrastructure located in the United States.

Further, only for Einstein Article Recommendations and Einstein Reply Recommendations, the AWS infrastructure used to process Customer Data to build models and/or make predictions is located in the United States, Germany, Ireland, Japan, and Australia on Heroku. Your Customer Data will be processed in an AWS region closest to where your Service Cloud Customer Data is stored. For example, if your instance for Service Cloud is located in the EMEA region, run-time processing will take place in AWS infrastructures located in Europe. Additional information about geographies for Customer Data storage for Service Cloud is available in the "Infrastructure and Sub-processors" documentation available [here](#).

****Currently, the infrastructure hosted by AWS in provisioning of Einstein Activity Capture, Salesforce Inbox, High Velocity Sales, and Einstein Conversation Insights is located in the United States, Germany, and France. For Customers who provisioned any of these services or features before May 8, 2017, your Inbox, Einstein Activity Capture, High Velocity Sales, or Einstein Conversation Insights Customer Data is stored in the United States. For Customers who provisioned any of these services or features for the first time on or after May 9, 2017, unless Customer has agreed otherwise, (1) if your instance for Sales Cloud is located in the EMEA region, Salesforce stores Customer Data for Einstein Activity Capture, Salesforce Inbox, High Velocity Sales, and/or Einstein Conversation Insights on AWS infrastructure located in Germany and France and (2) for all other Customers, Salesforce stores Customer Data for Einstein Activity Capture, Salesforce Inbox, High Velocity Sales and Einstein Conversation Insights on AWS infrastructure located in the United States. In addition, for the Einstein Conversation Insights Service, or if a High Velocity Sales Customer enables Lead Scoring and/or Einstein Conversation Insights features, some related data will be stored in the United States, regardless of where your Sales Cloud Customer Data is stored. Additional information about geographies for Customer Data storage for Sales Cloud is available in the "Infrastructure and Sub-processors" documentation available [here](#).

*****Currently, the infrastructure hosted by AWS in provisioning of Einstein Object Detection as part of Consumer Goods Cloud is located in the United States, Germany, and Ireland. If you enable Object Detection functionality as part of Consumer Goods Cloud on or after February 15, 2020, and your Consumer Goods Cloud data is stored in the EMEA region, your Object Detection Customer Data will also be stored and processed in Europe. Otherwise, your Object Detection Customer Data will be stored in the United States. Additional information about geographies for Customer Data storage for Consumer Goods Cloud is available in the "Infrastructure and Sub-processors" documentation available [here](#).

†Currently, the infrastructure hosted by AWS in the provisioning of Einstein Copy Insights is located in the United States and Ireland. Unless Customer requested otherwise (1) if your Marketing Cloud Data is located in the EMEA region, Salesforce processes your Customer Data for Einstein Copy Insights on AWS infrastructure located in Ireland; and (2) for all other Customers, your Customer Data for Einstein Copy Insights is located in the United States. Additional information about geographies for Customer Data storage for Marketing Cloud is available in the "Infrastructure and Sub-processors" documentation available [here](#).

Sub-processors – Customer Data Processing

The following legal entities are engaged in processing Customer Data for non-storage purposes.

Entity Name	Entity Type	Entity Country
<p>salesforce.com, inc. and its Affiliates in the countries listed to the right*</p> <p><i>*A 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 http://investor.salesforce.com/about-us/investor/financials/default.aspx</i></p>	Salesforce Affiliate	<ul style="list-style-type: none"> ● United States ● Austria ● Australia ● Brazil ● Canada ● France ● Germany ● India ● Ireland ● Israel ● Italy ● Japan ● Netherlands ● Spain ● Singapore ● Sweden ● Switzerland ● UK
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

Salesforce customers may subscribe to notifications of new sub-processors by filling out this [form](#).