

# Einstein Platform Notices and License Information

Published: May 7, 2021

## Services Covered

This documentation is applicable to the services provided by Salesforce that are branded as follows (collectively, for the purposes of this document, the “Covered Services”):

- **Sales Cloud Einstein<sup>1</sup>**
- **Pardot Einstein**
- **Salesforce Inbox**
- **High Velocity Sales**
- **Einstein Conversation Insights<sup>2</sup>**
- **Einstein Engagement Scoring for Email**
- **Einstein Copy Insights**
- **Einstein Vision and Language**
- **Einstein Bots**
- **Service Cloud Einstein**
- **Einstein Prediction Builder (included in Tableau CRM<sup>3</sup> Plus and Einstein Prediction)**
- **Einstein Vision for Social Studios**

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

This documentation does not apply to Einstein-branded services or features unless listed above.

## Covered Services Accessed Through Other Services

To the extent a Covered Service is accessed through another Salesforce Service, certain Customer Data may be transferred from such service to the Covered Services for processing, however such Customer Data remains subject to the Notice of Licensing Information applicable to such underlying product. For example, Customer’s use of Sales Cloud Einstein contemplates that the service may copy, store, and process Customer Data from Sales Cloud, and Sales Cloud Einstein will provide relevant scores and predictions to enrich Customer’s Sales Cloud data which are displayed and stored in Sales Cloud. With the exception of Einstein Vision and Language, the Covered Services covered by this Notice and License Information Documentation remain subject to other documentation as follows:

---

<sup>1</sup> Rights of ALBERT EINSTEIN are used with permission of The Hebrew University of Jerusalem. Represented exclusively by Greenlight.

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

<sup>3</sup> Tableau CRM refers to Services formerly branded as Einstein Analytics.

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

## Table of Contents

Notices Applicable to All Covered Services	4
Notices Applicable to Salesforce Inbox and Einstein Activity Capture	6
Notices Applicable to Einstein Conversation Insights	7
Notices Applicable to Sales Cloud Einstein	8
Notices Applicable to Einstein Vision for Social Studio	9

# Notices Applicable to All Covered Services

## Purpose of This Documentation

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

- Information sourced from third parties 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 the Covered Services and the Third-Party Platform.

## **Distributed Software**

- The End User License Agreement for the Covered Services desktop and mobile applications listed below can be found on the Agreements and Terms page of the salesforce.com legal website:

[Salesforce1 for iOS](#)

[Salesforce1 for Android](#)

[Salesforce1 for Windows](#)

[SalesforceA for iOS](#)

[SalesforceA for Android](#)

[Salesforce Classic for iOS](#)

[Salesforce Classic for Android](#)

[Salesforce Mobile for Blackberry](#)

[Chatter Desktop](#)

[Salesforce Chatter for Blackberry](#)

[Salesforce for Outlook](#)

[Salesforce Authenticator for iOS](#)

[Salesforce Authenticator for Android](#)

[Salesforce for Zoom](#)

[Lightning for Outlook](#)

[Order Form Supplement for Gmail Integration](#)

[Order Form Supplement for Outlook Integration](#)

[Salesforce Field Service Lightning Mobile App for iOS](#)

[End User License Agreement / Order Form Supplement for Salesforce Inbox Mobile App for iOS](#)

[End User License Agreement / Order Form Supplement for Salesforce Inbox Mobile App for Android](#)

[End User License Agreement / Order Form Supplement for Salesforce Inbox Desktop App](#)

- Please see the Open Source section of the [Trust and Compliance Documentation website](#) for any notices required by licensors related to the Covered Services desktop and mobile applications and any other offline components associated with the Covered Services.

## **Interoperation with Other Services**

The Covered Services may interoperate with other services provided by Salesforce or third parties. The Notices and License Information documentation for such services provided by Salesforce is available in the [Trust and Compliance Documentation](#).

# Notices Applicable to Salesforce Inbox and Einstein Activity Capture

## Third-Party Applications

Integrations with the following third parties' applications may be available to Customers through use of the Salesforce Inbox Services. To the extent applicable, Customer's use of such third-party applications must comply with the additional terms and policies noted below:

- **Box:** Customer's use of Box must comply with the terms governing Customer's Box account, including the [Box Terms of Service](#);
- **Dropbox:** Customer's use of Dropbox must comply with the terms governing Customer's Dropbox account, including the [Dropbox Terms of Service](#);
- **Google Drive Interoperability:** Customer's use of Google Drive must comply with the [Google Terms of Service](#).

## Email and Calendar Integration to Gmail or Outlook

Customer may integrate the Salesforce Inbox Services with certain Google or Microsoft products and services through use of the Salesforce Inbox or Einstein Activity Capture features. Customers are solely responsible for ensuring they have the necessary rights from Google or Microsoft to enable the integration between the Covered Services and the Google or Microsoft products and services, and to allow the use of the Covered Services by Customer or their users. Customer's use of the Salesforce Inbox Services must comply with any separate agreement or arrangement between Customer or their users and Google or Microsoft, and the additional terms and policies as noted below:

- **Microsoft:** Customer's use of Salesforce Inbox must comply with the [Microsoft Developer Services Agreement](#), as applicable.
- **Google:** Customer's use of Salesforce Inbox must comply with the [Google API terms](#) and additional API terms [here](#) and [here](#), as applicable.

## Video Conferencing Integration to Zoom

Customer may integrate the Salesforce Inbox Services with certain Zoom products and services through use of the Salesforce Inbox. Customers are solely responsible for ensuring they have the necessary rights from Zoom to enable the integration between Salesforce Inbox and the Zoom products and services, and to allow the use of Salesforce Inbox by Customer or their users. Customer's use of the Salesforce Inbox Services must comply with any separate agreement or arrangement between Customer or their users and Zoom, and the additional terms and policies as noted below:

- **Zoom:** Customer's use of Salesforce Inbox must comply with the [Zoom API Terms](#), as applicable.

## Google Places API

If Customer chooses to integrate the Salesforce Inbox service with Google's Gmail, and a User chooses to insert their location into an email or a calendar event, Salesforce may use the Google Places API to suggest full addresses based on the User's input. For example, if the User begins to type a street number and street name, the Google Places API may suggest the full postal address. Services must comply with any separate agreement or arrangement between Customer or their users and Google, the [Google API terms](#) and additional API policies [here](#).

## Notices Applicable to Einstein Conversation Insights<sup>4</sup>

The following additional terms apply in relation to Customer's use of Einstein Conversation Insights:

- Salesforce employees may access and review submitted Customer Data, including recorded phone calls and related transcripts, for the purposes of improving and training the product.

### Recorded Call Integration to Call Recording Providers

Customer may integrate the Einstein Conversation Insights features with certain third-party products and services ("Call Recording Providers") in order to import recorded phone calls. Customers are solely responsible for ensuring that these phone calls are recorded with any consent or notice required by law. By integrating with Call Recording Providers, Customer instructs Salesforce to share email addresses of Salesforce Users with Call Recording Providers, which is necessary for some Call Recording Providers to match recorded calls with Salesforce Users. Further, Customer's use of the Einstein Conversation Insights feature must comply with any separate agreement or arrangement between Customer or their users and the Call Recording Providers.

### Video Conferencing Integration to Zoom

Customer may integrate the Einstein Conversation Insights features with certain Zoom products and services through use of the Salesforce Inbox. Customers are solely responsible for ensuring they have the necessary rights from Zoom to enable the integration between Einstein Conversation Insights and the Zoom products and services, and to allow the use of the Covered Services by Customer or their users. Customer's use of the Einstein Conversation Insights features must comply with any separate agreement or arrangement between Customer or their users and Zoom, and the additional terms and policies as noted below:

- **Zoom:** Customer's use of Salesforce Inbox must comply with the [Zoom API Terms](#), as applicable.

---

<sup>4</sup> Formerly known as Einstein Call Coaching, and is available both as its own Service and as a feature of High Velocity Sales.

## **Notices Applicable to Sales Cloud Einstein**

### **Account News (Sales Cloud Einstein)**

The Account News features, used in providing Account Insights, in Sales Cloud Einstein use information provided by third parties on the internet. Any such Account News information is Content, not part of the Services, and is provided "As Is", with no warranties whatsoever.

## Notices Applicable to Einstein Vision for Social Studio

### Google Vision APIs

Salesforce uses the Google Vision API to enable Einstein Vision for Social Studio to recognize images based on the User's input. Interaction with the Google Vision services and use of the Google Vision content must comply with the [Google API Terms of Service](#) and the [Google Cloud Platform Terms of Service](#).