

Infrastructure and Sub-processors for the Salesforce Marketing Cloud Services

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Scope

This documentation describes the infrastructure environment, sub-processors and certain other entities material to Salesforce’s provision of the following Salesforce Marketing Cloud services (collectively, for the purposes of this document, the “Covered Services”):

- **Advertising Studio:** Services branded or sold as Advertising Studio, Advertising Audiences, or Journey Builder Advertising.
- **Datorama:** Services branded or sold as Datorama.
- **Datorama Reports for Marketing Cloud:** Services branded or sold as Datorama Reports for Marketing Cloud.
- **Evergage:** Services branded or sold as Data Science Workbench, Data Warehouse, and Evergage.
- **ExactTarget:** Services branded or sold as Audience Builder, Automation Studio, Content Builder, Email Studio, ExactTarget, Journey Builder, Mobile Studio, or Web Studio.
- **Interaction Studio:** Services branded or sold as Interaction Studio.¹
- **Interaction Studio (Legacy)**²: Services branded or sold as Interaction Studio (Legacy).
- **Marketing Cloud Einstein:** Services branded or sold as Behavioral Triggers, Einstein Content Selection, Einstein Content Tagging, Einstein Copy Insights, Einstein Email Recommendations, Einstein Engagement Frequency, Einstein Engagement Scoring for Email (formerly branded as Predictive Scoring), Einstein Engagement Scoring for Mobile, Einstein Messaging Insights, Einstein Recommendations, Einstein Send Time Optimization for Marketing Cloud, Einstein Send Time Optimization for Pardot, Einstein Web Recommendations, Live Weather Block, Personalization Builder, Predictive Email, Predictive Intelligence, Predictive Web, Web & Mobile Analytics, and Web Personalization.
- **Social Studio:** Services branded or sold as Social Studio.

This documentation does not apply to services branded as Audience Studio (formerly branded as Salesforce DMP) and Salesforce Data Studio (together, formerly branded as Krux) or Pardot. Capitalized terms used in this documentation are defined in Salesforce’s [Master Subscription Agreement](#) or [Data Processing Addendum](#).

Services Accessed Through, and/or Provided Using Infrastructure Used By, Other Services

Customers may access and use a Service listed below (a “Listed Service”) through another Service (an “Underlying Service”) described in this or a separate Trust and Compliance Documentation (“Documentation”). This Documentation describes the back-end infrastructure used by an Underlying Service to store and process Customer Data for the Listed Service. The Underlying Service, including any data stored on the Underlying Service, any predictions written back to the Underlying Service, any functionality and integration presented back to the Underlying Service, and User’s login to the Underlying

¹ Applicable to customers purchasing or renewing subscriptions of Interaction Studio hosted by Amazon Web Services, Inc.

² Applicable to customers purchasing or renewing subscriptions to Interaction Studio (Legacy) on or after October 18, 2018. Customers purchasing Interaction Studio prior to October 18, 2018 purchased Interaction Studio as a Non-Salesforce Application subject to the Terms of Use of Thunderhead (One) Ltd. For clarity, subscriptions of “Interaction Studio” purchased pursuant to a SFDC Order Form prior to August 18, 2020 shall mean Interaction Studio (Legacy).

Service, remains subject to the sections of this Documentation applicable to the Underlying Service. Additionally, portions of the Listed Services are provided using technology infrastructure (“Underlying Infrastructure”) used by the Services described in the Documentation referenced in the table below.

Listed Services	Underlying Service	Underlying Infrastructure Documentation
Advertising Studio	ExactTarget Services	Marketing Cloud Documentation , specifically those terms that apply to ExactTarget
Datorama Reports for Marketing Cloud	ExactTarget Services, to the extent Customer accesses through ExactTarget; and Datorama Services, to the extent Customer accesses through Datorama	Marketing Cloud Documentation , specifically those terms that apply to Datorama Einstein Platform Documentation
Einstein Vision for Social Studio	N/A	Einstein Platform Documentation
Behavioral Triggers, Einstein Content Selection, Einstein Content Tagging, Einstein Email Recommendations, Einstein Engagement Frequency, Einstein Engagement Scoring for Mobile, Einstein Messaging Insights, Einstein Recommendations, Einstein Send Time Optimization for Marketing Cloud, Einstein Web Recommendations, Live Weather Block, Personalization Builder, Predictive Email, Predictive Intelligence, Predictive Web, Web & Mobile Analytics, Web Personalization	ExactTarget Services	Marketing Cloud Documentation , specifically those terms that apply to ExactTarget

Einstein Send Time Optimization for Pardot	Pardot	Pardot Documentation
Einstein Copy Insights and Einstein Engagement Scoring for Email (formerly branded as Predictive Scoring)	ExactTarget Services	Marketing Cloud Documentation , specifically those terms that apply to ExactTarget; Einstein Platform Documentation
Interaction Studio (Legacy)	N/A	Interaction Studio (Legacy) Documentation Heroku Documentation

Sub-processors — Customer Data Storage

The following table describes the countries and legal entities engaged in the storage of Customer Data, as defined in Salesforce’s [Master Subscription Agreement](#). In general, for customers subscribing prior to November 28, 2018, Customer Data is stored in data centers as described in the Americas Customer Region below. For customers subscribing after November 28, 2018, Customer Data is stored in data centers in the region from which a customer subscribes to the Covered Services; however, customers can request at the time of sign-up to be hosted in a different region. 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.

In addition, Salesforce may store across its data storage locations identifying information about Customer’s instance(s) of the Services and identifying information about Users for the purposes of operating the Services, such as facilitating the login process and the provision of customer support.

Customer Region: Americas & APAC			
Covered Service	Entity	Entity Type	Country
Advertising Studio	salesforce.com, inc.	Salesforce Affiliate	● United States
	Amazon Web Services, Inc. ¹	Third-party hosting provider	● United States
Datorama	Amazon Web Services, Inc. ²	Third-party hosting provider	● United States

	Microsoft Corporation (Microsoft Azure) ³	Third-party hosting provider	<ul style="list-style-type: none"> ● United States
	Google, LLC	Third-party hosting provider	<ul style="list-style-type: none"> ● United States ● Belgium ● Finland ● Ireland ● The Netherlands
	Snowflake, Inc.	Third-party data warehousing provider	<ul style="list-style-type: none"> ● United States
Datorama Reports for Marketing Cloud	Amazon Web Services, Inc. ²	Third-party hosting provider	<ul style="list-style-type: none"> ● United States
	Microsoft Corporation (Microsoft Azure) ³	Third-party hosting provider	<ul style="list-style-type: none"> ● United States
Evergage	Amazon Web Services, Inc.	Third-party hosting provider	<ul style="list-style-type: none"> ● United States
ExactTarget	salesforce.com, inc.	Salesforce Affiliate	<ul style="list-style-type: none"> ● United States
	Google, LLC	Third-party hosting provider	<ul style="list-style-type: none"> ● United States
Interaction Studio	Amazon Web Services, Inc. ⁴	Third-party hosting provider	<ul style="list-style-type: none"> ● United States ● Australia
Marketing Cloud Einstein ⁵	Amazon Web Services, Inc.	Third-party hosting provider	<ul style="list-style-type: none"> ● United States ● Ireland ● Australia ● Canada
Social Studio ⁶	salesforce.com Canada Corporation	Salesforce Affiliate	<ul style="list-style-type: none"> ● Canada
	Amazon Web Services, Inc.	Third-party hosting provider for images and videos submitted before January 21, 2016	<ul style="list-style-type: none"> ● United States
Customer Region: EMEA			
Covered Service	Entity	Entity Type	Country
Advertising Studio	salesforce.com, inc.	Salesforce Affiliate	<ul style="list-style-type: none"> ● United States ● Germany

	Amazon Web Services, Inc. ¹	Third-party hosting provider	<ul style="list-style-type: none"> ● United States
Datorama	Amazon Web Services, Inc. ²	Third-party hosting provider	<ul style="list-style-type: none"> ● Germany
	Microsoft Corporation (Microsoft Azure) ³	Third-party hosting provider	<ul style="list-style-type: none"> ● Ireland
	Google, LLC	Third-party hosting provider	<ul style="list-style-type: none"> ● United States ● Belgium ● Finland ● Ireland ● The Netherlands
	Snowflake, Inc.	Third-party data warehousing provider	<ul style="list-style-type: none"> ● Germany ● The Netherlands
Datorama Reports for Marketing Cloud	Amazon Web Services, Inc. ²	Third-party hosting provider	<ul style="list-style-type: none"> ● Germany
	Microsoft Corporation (Microsoft Azure) ³	Third-party hosting provider	<ul style="list-style-type: none"> ● Ireland
Evergage	Amazon Web Services, Inc.	Third-party hosting provider	<ul style="list-style-type: none"> ● Germany
ExactTarget	salesforce.com, inc.	Salesforce Affiliate	<ul style="list-style-type: none"> ● Germany⁷ ● France
	Google, LLC	Third-party hosting provider	<ul style="list-style-type: none"> ● Germany ● Belgium
Interaction Studio	Amazon Web Services, Inc.	Third-party hosting provider	<ul style="list-style-type: none"> ● Germany
Marketing Cloud Einstein ⁵	Amazon Web Services, Inc.	Third-party hosting provider	<ul style="list-style-type: none"> ● Ireland
Social Studio ⁶	salesforce.com Canada Corporation	Salesforce Affiliate	<ul style="list-style-type: none"> ● Canada
	Amazon Web Services, Inc.	Third-party hosting provider for images and videos submitted before January 21, 2016	<ul style="list-style-type: none"> ● United States

¹Salesforce.com, Inc. is the primary data storage provider for Advertising Studio services. A limited number of customers have consented to their data instead being stored in data centers provided by Amazon Web Services, Inc. For more information, please see the United Cloud Infrastructure Security, Privacy and Architecture Documentation.

²Currently, the location of the AWS data center used in the provision of Datorama and Datorama Reports for Marketing Cloud is based on the primary location of the Customer. To determine your data center location or to request a specific location, please contact your account manager.

³Default hosting for Datorama and Datorama Reports for Marketing Cloud services is AWS. Hosting on Microsoft Azure may be available upon request for Datorama and in the future, for Datorama Reports for Marketing Cloud. For further information please contact your account manager. Limited account information, such as admin contact details and Datorama and Datorama Reports for Marketing Cloud products purchased by the Customer, used for provisioning accounts may still be processed, but not stored, in AWS.

⁴For customers based in the Americas, Salesforce stores Customer Data in the United States. For customers subscribing after November 1, 2020 based in the Asia Pacific (APAC) region, including Japan and Australia, Salesforce stores Customer Data in Australia. Customers can request at the time of sign-up to be hosted in a different region.

⁵Currently, the location of the AWS data center used in the provision of Marketing Cloud Einstein is based on the primary location of the Customer. To determine your data center location or to request a specific location, please contact your account manager.

⁶The features of Social Studio involving email functionality (such as emails relating to post approvals, failed posts, and notices of downloaded data) use the Salesforce email delivery services branded as ExactTarget. Data such as email message content and individual contacts may be accessed and stored in order to operate this feature.

⁷In the event of a disaster in the Germany facility, your data will be restored to an ExactTarget facility located within the United States. Further information regarding Disaster Recovery for ExactTarget is available in Marketing Cloud Security, Privacy and Architecture Documentation, found in the Trust and Compliance Documentation section of help.salesforce.com.

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>***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 http://www.salesforce.com/company/investor/sec.jsp</p>	Salesforce Affiliate	<ul style="list-style-type: none"> ● United States ● Brazil ● Canada ● Austria ● France ● Germany ● Ireland ● Netherlands ● Sweden ● Switzerland ● UK ● Australia ● India ● Israel ● Italy ● Japan ● Singapore ● Spain
Accenture, Inc.	Third-party provider of global customer support used by: <ul style="list-style-type: none"> ● all Covered Services 	<ul style="list-style-type: none"> ● Philippines
Cognizant Technology Solutions India Pvt. Ltd.	Third-party provider of global customer support used by: <ul style="list-style-type: none"> ● all Covered Services 	<ul style="list-style-type: none"> ● India
Cognizant Technology Solutions Philippines, Inc.	Third-party provider of global customer support used by: <ul style="list-style-type: none"> ● all Covered Services 	<ul style="list-style-type: none"> ● Philippines
Softvision LLC, a subsidiary of Cognizant Technology Solutions U.S. Corp.	Third-party provider of global customer support used by: <ul style="list-style-type: none"> ● ExactTarget 	<ul style="list-style-type: none"> ● Romania
Heroku, Inc. ¹	SFDC Affiliate: Provides integration between Interaction Studio (Legacy) and Automation Studio	<ul style="list-style-type: none"> ● United States ● Ireland ● Germany ● Japan ● Australia
Thunderhead (One) Ltd. ^{2,3}	Third-party provider of functionality used by:	<ul style="list-style-type: none"> ● United States ● Ireland ● The Netherlands

	<ul style="list-style-type: none"> Interaction Studio (Legacy) functionality 	<ul style="list-style-type: none"> United Kingdom Australia
Google, LLC	Third-party email provider used by: <ul style="list-style-type: none"> Datorama 	<ul style="list-style-type: none"> United States Belgium Finland Ireland The Netherlands
	Third-party processor used by: <ul style="list-style-type: none"> Marketing Cloud Einstein 	<ul style="list-style-type: none"> See Google's documentation for the Cloud Machine Learning Engine
Bulpros Consulting AD	Third-party provider of global customer support used by: <ul style="list-style-type: none"> Datorama 	<ul style="list-style-type: none"> Bulgaria
Freshworks, Inc. ⁴	Third-party provider of customer support tools used by: <ul style="list-style-type: none"> Datorama Datorama Reports for Marketing Cloud 	<ul style="list-style-type: none"> United States

¹The services provided by Heroku, Inc. are hosted by AWS. Information on the Infrastructure and Sub-processors used by Heroku, Inc. 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](#).

²Applicable to Customers purchasing or renewing subscriptions to Interaction Studio (Legacy) on or after October 18, 2018. Customers purchasing Interaction Studio (Legacy) prior to October 18, 2018 purchased Interaction Studio (Legacy) as a Non-Salesforce Application subject to Thunderhead's Terms of Use.

³The services provided by Thunderhead (One) Ltd. are hosted by Microsoft Azure. Further information about security provided by Microsoft Azure is available from the Azure Security Website.

⁴The services provided by Freshworks, Inc. are hosted by AWS. Further information about security provided by AWS is available from the AWS Security Website, including AWS's overview of security processes.

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

Content Delivery Networks

The Covered Services may use content delivery networks ("CDNs") to provide the Services, for security purposes, to support user authentication, and 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. Content items to be served to subscribers or end users, such as images or attachments uploaded to the Services, may be stored with a CDN to expedite

transmission, and information transmitted across a CDN may be accessed by the CDN to enable its functions. The following describes the use of CDNs by the Covered Services.

Service Using CDNs	CDNs Used	Location	Description of CDN Services
Datorama, Datorama Reports for Marketing Cloud, ExactTarget, Social Studio	Akamai, Inc.	Global	Salesforce may use Akamai to provide the Datorama, ExactTarget, and Social Studio Services, and to optimize content delivery via these Services.
ExactTarget	Amazon Web Services, Inc.	Global	Salesforce may use AWS to provide the ExactTarget Services and to optimize content delivery via the ExactTarget Services.