

PRIVACY BY DESIGN AT SALESFORCE



Privacy plays a fundamental role at Salesforce, empowering all five of our values: Trust, Customer Success, Innovation, Equality, and Sustainability.

One of the ways we incorporate privacy into everything we do is through privacy by design principles, explained below.

FAIRNESS AND TRANSPARENCY

Process personal data lawfully, fairly, and in a transparent manner.

Key takeaway: Ensure fair and transparent collection and use of data.

PURPOSE LIMITATION

Enable our customers to collect personal data only for specified, explicit, and legitimate purposes; we cannot further process personal data in a manner that's incompatible with those purposes.

Key takeaway: Ensure that we only use data for its intended purpose and provide tools for our customers to do the same.

DATA MINIMIZATION

Only collect, maintain and use personal data that's adequate, relevant, and limited to what's necessary for the intended purpose.

Key takeaway: Encourage customers to limit the collection and use of personal data to that which is necessary for a solution to be effective, and utilize tools like aggregation and de-identification.

ACCURACY

Keep personal data accurate and up to date.

DATA DELETION

Enable customers and individuals to delete their data.

Key takeaway: Data deletion is often a legal requirement. Routine deletion of data that is no longer relevant promotes efficiency and effectiveness of data insights and provides cost-savings.

SECURITY

Use appropriate technical and organizational security measures to protect personal data against unauthorized processing and accidental disclosure, access, loss, destruction, or alteration.

Key takeaway: Always follow security requirements and encourage customers to adopt and use appropriate measures, like encryption and two-factor authentication.

ACCOUNTABILITY

Appoint a data protection officer who implements measures to ensure that personal data is handled in compliance with the principles of the GDPR and other global data protection laws.

Key takeaway: Review and ensure compliance with legal obligations at all levels of the company.

LEARN MORE ABOUT PRIVACY AT SALESFORCE ON OUR WEBSITE: [Salesforce.com/privacy](https://salesforce.com/privacy)

And our Annual Stakeholder Impact Report:
<https://stakeholderimpactreport.salesforce.com/governance/privacy-and-security>

