



CBPR and PRP FAQ

July 2024

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At Salesforce, Trust is our #1 value and nothing is more important than the success of our customers and the privacy and security of their data, regardless of where they are located.

Salesforce is committed to maintaining a robust, comprehensive and transparent global privacy and security program, including both our certifications under the Asia-Pacific Economic Cooperation (“APEC”) Cross Border Privacy Rules (“CBPR”) and APEC Privacy Recognition for Processors (“PRP”) System. In 2022, the Global CBPR Forum was launched, as described in section 1.d below. To help you develop a better understanding of these certifications, we have created this FAQ to answer some of the most common questions we are asked.

1. General

a. What is the APEC Privacy Framework?

The Asia-Pacific Economic Cooperation (APEC) is a regional economic forum established in 1989, aimed at increasing prosperity for the region by promoting balanced, inclusive, sustainable, innovative and secure growth and accelerating regional economic integration.

As part of this Cooperation, the APEC Privacy Framework was adopted. The Framework sets out a series of non-binding principles and implementation guidelines to ensure continued trade and economic growth and, in particular, the free flow of data.

b. What certifications are available?

Both the APEC Privacy Framework and the Global CBPR Forum provide for two different systems and certifications to facilitate cross-border transfers:

1. **CBPR System**, to which controllers can certify, i.e. in respect of data processed by companies for their own purposes.
2. **PRP System**, to which processors of personal data can certify, i.e. in respect of data processed on another company's behalf. Generally, Salesforce acts as a processor in respect of its services to customers (as controllers).

Both certifications not only demonstrate a commitment to the respective framework, but also provide a transfer mechanism which allows personal data to be transferred across country borders.

c. Which jurisdictions participate in the APEC CBPR and/or PRP?

Currently, there are 21 member economies that participate in the APEC CBPR and/or PRP framework, including the United States, Mexico, Japan, Canada, Singapore, the Republic of Korea, Australia, New Zealand, Singapore and Taiwan.

d. What is the Global CBPR Forum?

In April 2022, seven economies participating in the APEC CBPR announced the launch of the Global CBPR Forum. It has currently expanded to nine economies, Australia, Canada, Japan, Korea, Mexico, Philippines, Singapore, Chinese Taipei and the U.S.A. and the U.K. has an Associate membership.

The Global CBPR Forum intends to establish international certifications based on the existing APEC CBPR and PRP systems, and to promote the expansion and uptake of the Global CBPR and PRP systems to facilitate data protection and the free flow of data. Businesses that are already certified under the APEC CBPR and PRP systems will be seamlessly grandfathered into the Global CBPR Forum.

2. Salesforce's CBPR and PRP certifications

a. What does Salesforce's CBPR and PRP certifications mean in practice?

Salesforce has obtained certification for both the CBPR (for our data controller practices) and the PRP System (for our data processor practices). These certifications demonstrate our adherence to the APEC Framework of accountability for the entire scope of our processing activities, meaning that Salesforce effectively implements the level of protections set out by the CBPR and PRP frameworks. In effect, customers can use Salesforce to transfer customer personal data in accordance with the rules set forth in the APEC Privacy Framework (i.e., it operates as a "transfer mechanism" in certain APEC jurisdictions).

b. Are Salesforce's CBPR and PRP certifications independently verified?

Yes, only a recognized Accountability Agent can certify a company. Salesforce obtained its certifications with TRUSTe. TRUSTe [is approved](#) to certify data transfer practices pursuant to the APEC CBPR and PRP systems. The TRUSTe APEC Seal verifies Salesforce's compliance with the APEC CBPR and PRP systems.

c. Where can I find more details about the scope of Salesforce's CBPR and PRP certifications?

You can find more details about the scope of Salesforce's CBPR and PRP certifications on the official Cross Border Privacy Rules System website. The CBPR compliance directory is [here](#) and the PRP compliance directory is [here](#).

d. What if I have additional questions?

Please reach out to your dedicated account executive who will be able to help with any follow up questions that you may have.