

Einstein Platform Notices and License Information

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Services and Features Covered

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

- **The Covered Services branded as Agentforce (collectively, “Agentforce”), which includes the following features:**
 - Agentforce Assistant¹
 - Agentforce Sales Coach
 - Agentforce SDR
 - Agentforce Service Agent
 - Agentforce for Flow (formerly, Einstein for Flow)
 - Setup with Agentforce
- **Sales Cloud Einstein², which includes the following features:**
 - Einstein Account Insights;
 - Einstein Automated Contacts;
 - Einstein Forecasting;
 - Einstein Opportunity Insights;
 - Lead Scoring;
 - and the features listed below and designated as part of Sales Cloud Einstein
- **Salesforce Inbox**
- **Sales Engagement (formerly High Velocity Sales)**
- **Einstein Conversation Insights³**
- **Einstein Copy Insights**
- **Einstein for Platform, which includes the following features:**
 - Agentforce Assistant
 - Prompt Builder
 - Einstein for Formulas
 - Field Generation
 - Agentforce for Flow (formerly, Einstein for Flow)
- **Einstein for Sales, which includes the following features:**
 - Agentforce Assistant
 - Prompt Builder
 - Einstein for Formulas
 - Field Generation
 - Einstein GPT for Sales
 - Sales Cloud Einstein
 - Contracts AI
 - Transaction Disputes
 - Automatic Contact Enhancements
 - Sales Signals

¹ Formerly known as Einstein Copilot

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³ Formerly known as Einstein Call Coaching, and is available both as its own Service and as a feature of Sales Engagement.

- Generative Conversation Insights
- Agentforce for Flow (formerly, Einstein for Flow)
- Prospecting Agent
- Einstein for Service, which includes the following features:
 - Agentforce Assistant
 - Prompt Builder
 - Einstein for Formulas
 - Field Generation
 - Einstein GPT for Service
 - Service Cloud Einstein
 - Contracts AI
 - Transaction Disputes
 - Surveys AI
 - Knowledge Creation
 - Agentforce for Flow (formerly, Einstein for Flow)
- Einstein for Field Service, which includes the following features:
 - Pre-Work Brief
 - Post-Work Summary
 - Schedule Summary
 - Mobile Copilot
 - Onsite Knowledge Search
 - Dispatcher Desktop Copilot
 - Service Notes
 - Next Best Action
 - Recommendation Builder
 - Einstein for Service Innovations
 - Industries Contracts AI
 - Einstein for Service, in part
- Einstein GPT for Sales, which includes the following features:
 - Call Explorer
 - Call Summaries
 - Sales Emails
 - Sales Summaries
- Einstein GPT for Service, which includes the following features:
 - Work Summaries
 - Service Replies
 - Search Answers⁴
- Einstein GPT for Commerce
- Einstein Vision and Language
- Einstein Bots
- Service Cloud Einstein, which includes the features listed below and designated as part of Service Cloud Einstein
- Einstein Prediction Builder (included in CRM Analytics⁵ Plus and Einstein Prediction)
- Einstein Vision for Social Studios

⁴ Also included in certain Agentforce 1 Editions and Einstein 1 Editions.

⁵ CRM Analytics refers to Services formerly branded as Tableau CRM.

- **Einstein Activity Capture⁶** feature, **Einstein Opportunity Scoring** feature, **Einstein Deal Insights** feature, and **Account Intelligence** feature as part of **Sales Cloud**. These features are also included in the Service branded as **Sales Cloud Einstein**.
- **Sales Cloud Einstein** feature, **Salesforce Inbox** feature, **Sales Engagement** feature, and **Einstein Conversation Insights** feature as part of **Sales Cloud⁷**
- **Einstein Bots** feature, **Einstein Case Classification** feature, **Einstein Case Wrap-Up** feature, and **Einstein Article Recommendations** feature as part of **Service Cloud**. These features are also included in the Service branded as **Service Cloud Einstein⁸**.
- **Einstein Object Detection** as part of the **Consumer Goods Cloud Service**
- **Einstein Recommendation Builder** feature as part of **Lightning Platform**
- **Einstein Prediction Builder** feature⁹ as part of **Sales Cloud**, **Service Cloud**, or **Lightning Platform**
- **Intelligent Forecasting Machine Learning** feature as part of **Workforce Engagement Management**.
- **Einstein for Marketing Cloud Account Engagement** feature as part of **Marketing Cloud Account Engagement** (formerly **Pardot**).
- **Einstein Conversation Mining** feature as part of **Service Intelligence**.
- **Pre-Work Brief** feature as part of **Field Service - Einstein 1 Edition**.
- **Customer Experience Intelligence** feature of **Service Cloud**.
- **ApexGuru** and **Agentforce for Scale** features of **Scale Center**.
- **Agentforce Vibes** (f/k/a Agentforce for Developers).
- Other Einstein Generative AI Services for [Salesforce Industries Clouds](#).

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. The Covered Services may run across two or more different infrastructures or be accessed and used through another Salesforce Service, and are subject to the terms of this Documentation as well as the Documentation listed in the "Covered Services Accessed Through Other Services" section of the Einstein Platform SPARC.

⁶ Einstein Activity Capture is available as Einstein Activity Capture for Financial Services Cloud as features of Financial Service Cloud Unlimited Edition and related SKUs.

⁷ Sales Cloud Einstein, Salesforce Inbox, Sales Engagement, and Einstein Conversation Insights are available both as their own Services, and as features included in certain Sales Cloud and related SKUs.

⁸ Agentforce IT Service uses Case Classification, which is part of Service Cloud.

⁹ The Einstein Prediction Builder Notices and Licenses Information Documentation applies to the Einstein for Nonprofits feature.

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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 [MSA](#).

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, unless otherwise approved by Salesforce in accordance with Salesforce internal policies and procedures. 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](#).

Non-SFDC Applications

The Covered Services allow users to interact with Non-SFDC Applications as described in the Documentation. The Covered Services may access, collect, process, and/or store information or content from Non-SFDC Applications.

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 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 [Salesforce Open Source Notices website](#) for any additional 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

Non-SFDC 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 Non-SFDC 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 (each a Non-SFDC Application) 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 (each a Non-SFDC Application) 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 (each a Non-SFDC Application) 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 Insights¹⁰

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", each a Non-SFDC Application) 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 Google Meet

Customer may integrate the Einstein Conversation Insights features with certain Google Meet products and services (each a Non-SFDC application). Customers are solely responsible for ensuring they have the necessary rights from Google Meet to enable the integration between Einstein Conversation Insights and the Google Meet 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 Google Meet, and the additional terms and policies as noted below:

- **Google Meet:** Customer's use of Einstein Conversation Insights must comply with the [Google Meet API Terms](#), as applicable.

Video Conferencing Integration to Microsoft Teams

Customer may integrate the Einstein Conversation Insights features with certain Microsoft Teams products and services (each a Non-SFDC Application). Customers are solely responsible for ensuring they have the necessary rights from Microsoft Teams to enable the integration between Einstein Conversation Insights and the Microsoft Teams 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 Microsoft Teams, and the additional terms and policies as noted below:

- **Microsoft Teams:** Customer's use of Einstein Conversation Insights must comply with the [Microsoft Teams API Terms](#), as applicable.

Video Conferencing Integration to Zoom

Customer may integrate the Einstein Conversation Insights features with certain Zoom products and services (each a Non-SFDC Application). 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

¹⁰ Formerly known as Einstein Call Coaching, and is available both as its own Service and as a feature of Sales Engagement.

arrangement between Customer or their users and Zoom, and the additional terms and policies as noted below:

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

Notices Applicable to Einstein Generative AI Services, which includes Agentforce, Einstein for Sales, Einstein for Service, Einstein for Platform, Einstein for Field Service, Einstein GPT for Commerce, Einstein GPT for Sales, Einstein GPT for Service, Pre-Work Brief, Customer Experience Intelligence, ApexGuru, and Einstein Generative AI Services for [Salesforce Industries Clouds](#)

Einstein Generative AI Services may employ third-party generative AI models to provide the Service. Due to the nature of generative AI, the output that it generates may be unpredictable, and may include inaccurate or harmful responses. Customer assumes all responsibility for such output, including ensuring its accuracy, safety, and compliance with applicable laws and third-party acceptable use policies, including the following (as applicable):

- **OpenAI:** For OpenAI's generative AI models, [OpenAI's Usage Policies](#).
- **Azure OpenAI through Microsoft:** For Azure OpenAI generative AI models through Microsoft, [Microsoft Azure's OpenAI Service Code of Conduct](#) and [Microsoft's Online Services Terms](#).
- **Anthropic through AWS:** For Anthropic generative AI models through Amazon Web Services, Inc. ("AWS"), [AWS Acceptable Use Policy](#), [AWS Responsible AI Policy](#), and [Anthropic's Usage Policies](#).
- **Google:** For Google's generative AI models, Google's [Acceptable Use Policy](#) and the [Service Specific Terms](#) applicable to End Users (as defined in the [Google Cloud Platform Terms of Service](#)) of AI/ML models.

OpenAI, Azure, Google and Anthropic on AWS scan model inputs and outputs with automated safety classifiers to detect usage policy non-compliance, but have contracted to not otherwise retain or use Customer Data sent to the model. Noncompliance with the referenced policies may result in suspension or termination of the Services.

For clarity and without limitation, the various third party machine learning and generative AI model building platforms that are integrated with the Einstein Generative AI Services and allow Customer to bring their own LLM ("BYO-LLM") are Non-SFDC Applications. For the Customer Experience Intelligence feature of Service Cloud, Customer can choose whether to use a) Einstein Generative AI Services stated above or b) bring their own AWS Comprehend (a Natural Language Processing service) for sentiment analysis. AWS Comprehend is subject to the [AWS Service Terms](#), [AWS Acceptable Use Policy](#), and the [AWS Responsible AI Policy](#).

Agentforce Speech Foundations may employ third-party predictive AI models to provide the Service. Customer assumes all responsibility for output generated by third party models, including ensuring its accuracy, safety, and compliance with applicable laws and third-party acceptable use policies. For the use of speech-to-text (AWS Transcribe), text-to-speech (Amazon Polly) or translate (AWS Translate), the following Amazon Web Services policies apply: [AWS Acceptable Use Policy](#) and [AWS Responsible AI Policy](#). Noncompliance with the referenced policies may result in suspension or termination of the Services.

Customer may integrate certain third party data vendors with Prospecting Agent in Agentforce Sales.

Customer's use of each data vendor is subject to the terms and conditions with each particular data vendor. Specifically, Customer's use of ZoomInfo data services is subject to the [ZoomInfo License Terms](#) and [ZoomInfo Privacy Policy](#) or any such terms agreed to between Customer and ZoomInfo.

Notices Applicable to Einstein for Marketing Cloud Account Engagement

Einstein for Marketing Cloud Account Engagement employs OpenAI's generative AI models to provide its Content Creation for Account Engagement. Customer's use of Content Creation for Account Engagement must comply with [OpenAI's Usage Policies](#). OpenAI scans model inputs and outputs with automated safety classifiers to detect usage policy non-compliance, but has contracted to not otherwise retain or use Customer Data sent to the model. Noncompliance with OpenAI's Usage Policies may result in suspension or termination of Content Creation for Account Engagement.