

Salesforce Data 360 Notices and License Information

Published: November 18, 2025

Services Covered

This Documentation is applicable to the services branded as Salesforce Data 360 (aka Customer Data Cloud) and services branded as Einstein Personalization (the “Covered Services”). Except as noted, this Documentation also applies to the services branded as Customer Data Platform.

For purposes of clarification, this documentation does not apply to those services that may be used in connection with Salesforce Data 360, such as Marketing Cloud, Sales Cloud, Service Cloud, and B2C Commerce/Commerce Cloud. Documentation for those services is available in the [Trust and Compliance Documentation](#).

Purpose of This Documentation

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

- information sourced from third parties or public sources 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 (including information otherwise classified as Customer Data under a customer’s agreement with Salesforce).

The following notices apply to Non-SFDC Applications and are subject to the notices below:

- WhatsApp Business Messaging: The WhatsApp Business Messaging channel integrates with third party functionality provided by Meta Platforms, Inc. (“WhatsApp Business Messaging”). Customer's use of WhatsApp Business Messaging is subject to the Meta [Terms of Service](#) and the Meta [Hosting Terms for Cloud API](#). The WhatsApp Messaging channel also integrates with third-party functionality provided by WhatsApp LLC and is subject to the WhatsApp Business [Terms of Service](#).
- Meta: Interaction with Meta services and use of Meta content must comply with Customer’s agreement with Meta (if any), [Meta Terms of Service](#), [the Meta Platform Policy](#), and [Meta Advertising Policies](#).
- Google: Interaction with Google Services, including Google Ads, must comply with Customer’s agreement with Google (if any), and [Google Customer Match Policy](#), [Google Ads API Terms and Conditions](#) (including [Google Ads Controller-Controller Data Protection Terms](#), and the [Google Ads Data Processing Terms, as incorporated therein](#)), [Google Privacy and Terms](#), [Google Cloud Platform Terms of Service](#), and [Google Advertising Program Terms](#).
- YouTube Service: Interaction with Youtube Services, and use of YouTube Content must comply with Customer’s agreement with YouTube (if any) and the [YouTube Terms of Service](#).

Einstein AI Services in Salesforce Data 360

Einstein Generative AI Services for Salesforce Data 360 employ OpenAI’s generative AI models to provide the Service. Customer’s use of the Services 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 the Services.