APEC Privacy Recognition for Processors FAQ

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 our certification under the Asia-Pacific Economic Cooperation (APEC) Privacy Recognition for Processors (PRP) System.

What does Salesforce’s APEC PRP certification mean in practice?

This certification demonstrates that Salesforce effectively implemented the level of protections set out by the APEC PRP framework and, in effect, means that customers can use Salesforce to transfer customer personal data (i.e., it operates as a “transfer mechanism”, more or less comparable to our Processor Binding Corporate Rules or Privacy Shield certification in the EU).

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.

What certifications are available?

The APEC Privacy Framework provides for 2 different systems and certifications:

1. **APEC 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).
2. **APEC Cross Border Privacy Rules (“CBPR”),** to which controllers can certify, i.e. in respect of data processed by companies for their own purposes.

Both certifications not only demonstrate a commitment to the APEC Privacy Framework, but also provide a transfer mechanism which allows personal data to be transferred to other participating APEC member countries.

Which jurisdictions participate in the APEC CBPR and/or PRP?
Currently, the United States, Mexico, Japan, Canada, Singapore, the Republic of Korea, Australia, and Taiwan participate in the APEC CBPR and PRP framework.

Is Salesforce’s APEC PRP certification independently verified?

Yes, only a recognized Accountability Agent can certify a company. Salesforce obtained its certification 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 PRP system.

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.