Privacy and Data Protection
Questions and Answers for Salesforce Customers:

COMPLIANCE WITH CANADIAN PRIVACY LAWS

This document is provided on an information-only basis to assist in answering questions raised by customers and prospective customers when they evaluate online services from Salesforce. This document is a broad overview of laws and regulations that may or may not apply to all customer use cases. This document is not legal advice and no attorney-client relationship is created by its use. Salesforce urges its customers and prospective customers to consult with their own counsel to familiarize themselves with the data protection requirements that govern their specific situations. This information is provided as of the date of publication of this document, and may not account for regulatory changes after the date of publication.

What services does Salesforce offer?

Salesforce is the leading provider of enterprise cloud computing technologies. ‘Cloud computing’ is a broad term but generally denotes a range of IT services provided in various formats through social, mobile and open technologies.

Salesforce enables companies to place their customers at the heart of their business and engage with them in new and powerful ways. Salesforce services include customer relationship management (CRM), collaboration, and social media monitoring for businesses of all sizes. Salesforce also provides platforms to build and run business applications without having to invest in new software, hardware, or related infrastructure. More information on the types of products and services that Salesforce offers can be found on the Salesforce website.

How does Salesforce deliver its services?

Salesforce generally delivers its services via the Internet. Customers log into Salesforce’s services through a website using unique usernames and passwords. Salesforce’s services allow for various
additional authentication methods that may be activated by customers, as appropriate to their needs, such as two-factor authentication and IP range restrictions. We also serve our customers through what is known in the industry as cloud-based services architecture, which is designed for security, efficiency, availability, scalability, and rapid innovation.

**Where does Salesforce host Customer Data?**

Salesforce’s services are hosted in various locations depending on the specific service. Please refer to the service-specific Trust and Compliance Documentation available at [https://trust.salesforce.com/en/trust-and-compliance-documentation](https://trust.salesforce.com/en/trust-and-compliance-documentation) for more information on our data center locations and our use of public cloud infrastructure. If you have questions, please contact your account executive.

**Does Salesforce comply with PIPEDA?**

Yes. Salesforce complies with Canada’s Personal Information Protection and Electronic Documents Act (“PIPEDA”) as it applies to Salesforce in provisioning and operating our services.

**Does PIPEDA permit the cross-border transfer of personal information?**

Yes. The Office of the Privacy Commissioner of Canada’s Processing Personal Data Across Borders Guidelines (the “Guidelines”), available at [https://www.priv.gc.ca/en/privacy-topics/airports-and-borders/gl_dab_090127](https://www.priv.gc.ca/en/privacy-topics/airports-and-borders/gl_dab_090127), state that “PIPEDA does not prohibit organizations in Canada from transferring personal information to an organization in another jurisdiction for processing. However under PIPEDA, organizations are held accountable for the protection of personal information transfers under each individual outsourcing arrangement.” The Guidelines further clarify that organizations responsible for personal information must use contractual or other means to ensure a comparable level of protection for personal information after it is transferred.

The Guidelines state that a “transfer” of personal information to another organization for processing purposes is a “use” rather than a “disclosure” of the information assuming that the transferred information is processed only for purposes consistent with the purposes for which it was originally collected. The distinction between “uses” and “disclosures” of personal information under PIPEDA is critical. Where specific PIPEDA requirements apply to a particular service, please refer to the service-specific Trust and Compliance Documentation available at [https://trust.salesforce.com/en/trust-and-compliance-documentation](https://trust.salesforce.com/en/trust-and-compliance-documentation) for more information.

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1 “Customer Data” means electronic data and information, including personal information, submitted by or for a customer to a Salesforce service, subject to certain limitations as further described in our template master subscription agreement, available at [https://www.salesforce.com/content/dam/web/en_us/www/documents/legal/salesforce_MSA.pdf](https://www.salesforce.com/content/dam/web/en_us/www/documents/legal/salesforce_MSA.pdf).
information is important because disclosures of personal information require additional consent from the individual to whom the personal information relates.

Uses of personal information by Salesforce are referred to throughout the remainder of this document and in our customer data processing addendum, which is described below, as “processing.”

**Does submission of personal information to Salesforce’s services require the consent of the individual to whom personal information relates?**

No. Submission of Canadian personal information to Salesforce’s services is a use, rather than a disclosure, of such information under PIPEDA. Salesforce’s customers solely determine what personal information is submitted to and processed by our services. In providing our services, we process personal information only in accordance with the instructions of our customers, including processing in accordance with contracts between us and our customers, processing initiated by customers in their use of our services, and processing to comply with other reasonable instructions provided by customers that are consistent with their contracts with us.

**How does Salesforce help customers ensure compliance with PIPEDA in their use of Salesforce’s services?**

Salesforce educates and empowers individuals and customers to take a proactive role in the management of their data. The Salesforce privacy landing page at [https://www.salesforce.com/company/privacy/](https://www.salesforce.com/company/privacy/) includes links to a variety of resources describing how we protect personal data, such as our customer data processing addendum, which contains (i) an obligation for Salesforce to use and disclose personal information only in accordance with our customers’ instructions; (ii) a commitment to assist customers in responding to the exercise of rights by individuals whose personal information is processed by customers on Salesforce’s services; (iii) provisions related to confidentiality obligations of Salesforce’s personnel; (iv) obligations regarding Salesforce’s use of subcontractors engaged in the processing of personal data; (v) information about Salesforce’s security controls; (vi) security breach notification commitments; (vii) provisions governing the cross-border transfer of personal data; and (viii) details regarding Salesforce’s return and deletion of customer data.

Salesforce offers publicly-available interactive modules at [https://trailhead.salesforce.com/en/home](https://trailhead.salesforce.com/en/home) that make it easy for our customers to learn how data is being processed and we regularly communicate with customers and end users about privacy topics through our Salesforce at Privacy page: [https://www.salesforce.com/privacy/](https://www.salesforce.com/privacy/).
We incorporate privacy and data protection concepts into our product lifecycle from the design phase to the marketing of new services and features. Additionally, when a service or feature is released, it is described in product documentation and release notes so that customers can perform their own evaluations.

**How does Salesforce help protect Customer Data?**

Salesforce has a robust and comprehensive privacy and security program addressing the use, disclosure, and protection of Customer Data. Salesforce has implemented an array of technical measures to help secure its services and offers its customers a wide array of configurations and tools to implement in their use of Salesforce’s services to further protect Customer Data. Multiple third parties regularly certify, validate, and audit Salesforce’s information technology and privacy measures and controls. For further details on Salesforce's privacy and security program, please see the Security, Privacy, and Architecture Documentation, available for each service through the Trust and Compliance Documentation available at [https://trust.salesforce.com/en/trust-and-compliance-documentation](https://trust.salesforce.com/en/trust-and-compliance-documentation).