

# Infrastructure and Sub-processors for the Salesforce Marketing Cloud Services

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## Scope

This documentation describes the infrastructure environment, sub-processors and certain other entities material to Salesforce’s provision of the following Salesforce Marketing Cloud services (collectively, for the purposes of this document, the “Covered Services”):

- Advertising Studio: Services branded or sold as Advertising Studio, Advertising Audiences, Advertising Campaigns, Journey Builder Advertising, Lead Capture, or Social.com.
- ExactTarget: Services branded or sold as Audience Builder, Automation Studio, Content Builder, ExactTarget, Email Studio, Journey Builder, Mobile Studio, or Web Studio.
- Predictive Intelligence: Services branded or sold as Predictive Intelligence, Predictive Email, Predictive Web, Web & Mobile Analytics, Einstein Web Recommendations, Einstein Email Recommendations, Einstein Recommendations or Web Personalization. The Services branded as Einstein Engagement Scoring (formerly branded as Predictive Scoring) are subject to the ExactTarget, Predictive Intelligence, and the Einstein Engagement Scoring documentation.
- Social Studio: Services branded or sold as Social Studio.

This documentation does not apply to services branded as Salesforce DMP and Salesforce Data Studio (formerly branded as Krux) or Pardot. Capitalized terms used in this documentation are defined in Salesforce’s Master Subscription Agreement and/or Data Processing Addendum.

## Infrastructure – Customer Data Storage

The following table describes the countries and legal entities engaged in the storage of data submitted by customers to the Covered Services (“Customer Data”). In addition, Salesforce may store across its data storage locations identifying information about Customer’s instance(s) of the Services and identifying information about Users for the purposes of operating the Services, such as facilitating the login process and the provision of customer support.

| Covered Service          | Entity                            | Entity Type                  | Country   |
|--------------------------|-----------------------------------|------------------------------|---|
| Advertising Studio       | salesforce.com, inc.              | Salesforce Affiliate         | ● United States   |
| ExactTarget              | salesforce.com, inc.              | Salesforce Affiliate         | ● United States   |
| Predictive Intelligence* | Amazon Web Services, Inc.         | Third-party hosting provider | ● United States<br>● Ireland<br>● Australia<br>● Canada |
| Social Studio**          | salesforce.com Canada Corporation | Salesforce Affiliate         | ● Canada  |

|  |                           |  |   |
|--|---------------------------|--|---|
|  | Amazon Web Services, Inc. | Third-party hosting provider for images and videos submitted before January 21, 2016 | <ul style="list-style-type: none"> <li>● United States</li> </ul> |
|--|---------------------------|--|---|

\*Currently, the location of the AWS data center used in the provision of Predictive Intelligence is based on the primary location of the Customer. To determine your data center location or to request a specific location, please contact your account manager.

\*\*The features of Social Studio involving e-mail functionality (such as e-mails relating to post approvals, failed posts, and notices of downloaded data) use the Salesforce e-mail delivery services branded as ExactTarget. Data such as e-mail message content and individual contacts may be accessed and stored in order to operate this feature.

### Customer Data Processing

The following legal entities are engaged in processing Customer Data for non-storage purposes.

| Entity Name   | Entity Type  | Entity Country  |
|---|--|---|
| salesforce.com, inc. and its Affiliates in the countries listed to the right***<br><br>***A current list of salesforce.com, inc.'s Affiliates is set forth in salesforce.com, inc.'s most recent form 10-k (Exhibit titled "List of Subsidiaries") with the United States Securities and Exchange Commission (SEC) available at <a href="http://www.salesforce.com/company/investor/sec.jsp">http://www.salesforce.com/company/investor/sec.jsp</a> | Salesforce Affiliate   | <ul style="list-style-type: none"> <li>● United States</li> <li>● Brazil</li> <li>● Canada</li> <li>● France</li> <li>● Germany</li> <li>● Ireland</li> <li>● Netherlands</li> <li>● Sweden</li> <li>● Switzerland</li> <li>● UK</li> <li>● Australia</li> <li>● India</li> <li>● Japan</li> <li>● Singapore</li> </ul> |
| Accenture, Inc.   | Third-party provider of global customer support for all Covered Services | <ul style="list-style-type: none"> <li>● Philippines</li> </ul>   |
| Cognizant Technology Solutions U.S. Corporation   | Third-party provider of global customer support for all Covered Services | <ul style="list-style-type: none"> <li>● United States</li> </ul>   |
| Cognizant Technology Solutions Hungary Kft.   | Third-party provider of global customer support for all Covered Services | <ul style="list-style-type: none"> <li>● Hungary</li> </ul>   |
| Cognizant Technology Solutions India Pvt. Ltd.  | Third-party provider of global customer support for all Covered Services | <ul style="list-style-type: none"> <li>● India</li> </ul>   |
| Cognizant Technology Solutions Philippines, Inc.  | Third-party provider of global customer support for all Covered Services | <ul style="list-style-type: none"> <li>● Philippines</li> </ul>   |

|                     |   |   |
|---------------------|---|---|
| Data Intensity, LLC | Third-party provider of global customer and infrastructure support for all Covered Services | <ul style="list-style-type: none"> <li>• United States</li> <li>• Canada</li> </ul> |
| P.I. Softek, Ltd.   | Third-party provider of global customer and infrastructure support for all Covered Services | <ul style="list-style-type: none"> <li>• India</li> </ul>                           |

### Content Delivery Networks

The Covered Services may use content delivery networks (“CDNs”) to provide the Services, for security purposes, to support user authentication, and to optimize content delivery. CDNs are commonly used systems of distributed services that deliver content based on the geographic location of the individual accessing the content and the origin of the content provider. Content items to be served to subscribers or end users, such as images or attachments uploaded to the Services, may be stored with a CDN to expedite transmission, and information transmitted across a CDN may be accessed by the CDN to enable its functions. The following describes use of CDNs by the Covered Services.

| Service Using CDNs         | CDNs Used                 | Location | Description of CDN Services   |
|----------------------------|---------------------------|----------|---|
| ExactTarget, Social Studio | Akamai, Inc.              | Global   | Salesforce may use Akamai to provide the ExactTarget and Social Studio Services, and to optimize content delivery via these Services. |
| ExactTarget                | Amazon Web Services, Inc. | Global   | Salesforce may use AWS to provide the ExactTarget Services and to optimize content delivery via the ExactTarget Services.             |

Salesforce customers may subscribe to notifications of new sub-processors by filling out this [form](#).