



# GDPR + Salesforce

## WHAT YOU NEED TO KNOW

Salesforce Security Series by  RevCult®



### What is Salesforce Shield?

Shield is a premium set of integrated security features built natively on the Salesforce Platform (offered at an additional cost). It's used to further heighten the protection of customer data with a comprehensive set of premium security features, which include:

### Salesforce Shield Features & How they Relate to GDPR:

#### Salesforce Shield

##### PLATFORM ENCRYPTION:

(NATIVELY ENCRYPT SENSITIVE DATA)

###### Security & Data Integrity

(Articles 25 & 32).

Encrypts data at rest, meaning it is encrypted when it is stored within Salesforce.

De-identifies sensitive personal data (including personal data related to race, sexual orientation, health, etc.).

###### Personal Data Breach

(Articles 33 & 34).

Companies may not be required to notify their data subjects of a data breach if appropriate measures have been implemented, like encryption that make the personal data unintelligible.

###### Accountability

(Article 24).

The encryption statistics feature (Spring '18 release) shows how much data is encrypted at rest with an active tenant secret.



##### Shield Security Cockpit

Analyzer for Salesforce Shield Platform Encryption

##### EVENT MONITORING:

(DETAILED DATA & MONITORING)

###### Security & Data Integrity

(Articles 25 & 32).

Event Monitoring allows customers to monitor log data and to quickly identify suspicious activity, assisting them in preserving the integrity of the personal data and their systems.

Provides increased visibility and control over how users are interacting with company data.

###### Personal Data Breach

(Articles 33 & 34).

In the event of a data leakage incident, customers will be able to access a series of logs that allow them to easily identify suspicious activity through analytics.

##### FIELD AUDIT TRAIL:

(PREVENTS DATA LOSS)

###### Retention

(Article 5(1)(e)).

Under the GDPR, one of the key principles is that personal data must only be retained for "no longer than is necessary" for the purpose of the processing.

With Field Audit Trail, customers can define detailed data retention policies to control and archive information history at an object level.

###### Security & Data Integrity

(Articles 25 & 32).

Field Audit Trail allows customers to retrieve a recent historical copy of incorrectly modified or lost data, thereby assisting them in ensuring the availability and resilience of their personal data.

###### Accountability

(Article 24).

Can confirm exactly what data the organization has held on the Salesforce Platform, and for how long.

With Field Audit Trail, customers can go back in time and see the changes to their audit trail data for up to 60 fields per object at any time for up to 10 years.



##### Field Audit Trail Cockpit

Use Clicks, Not Code with Field Audit Trail