

GDPR & CCPA considerations for Salesforce



Regulation	 GDPR (General Data Protection Regulation)		 CCPA (California Consumer Privacy Act)	
Applicability Criteria	European union residents		California residents (CPRA refer here)	
Exempt Categories	-		Non Profit	
	Clauses	Function	Clauses	Function
 Sandbox DataMasker	Article 32 Recitals 76, 77, 83	Pseudonymize or Anonymize Personal Data to prevent Sandbox induced Data Breach	CCPA Governance	Pseudonymize or Anonymize Personal Data to prevent Sandbox induced Data Breach
 Data Retention	Article 5, 25, 32 Recitals 28, 39, 50, 76, 77, 83	Data Retention - Automated anonymize and delete	CCPA Governance	Data Retention - Automated anonymize and delete
 Privacy Rights Automation	Article 12, 15-21 Recitals 58, 59, 63-70	Right of Access, Rectification, Erasure (Right To Be Forgotten), Restriction, Portability, Right to Object, Self-serve Privacy center	1798.130, 1798.120 (a), 1798.135 (a)	Data Access requests, 'Do not sell', Self-serve Privacy center
 Consent Management	Article 6-8, 22 Recitals 28, 29, 40-50, 32, 33, 38, 42, 43, 71, 72	Manage Consent, Communication Preferences, Automated Decision making including Profiling	1798.135. (1) (2)	Manage Opt-in/Outs, Consent and Communication Preferences
 Personal Data Discovery	Article 6, 9, 10, 30, 32, 35 Recitals 13, 28, 29, 40, 41, 44-50, 76, 77, 82-84, 90-93	Data Inventory, Record of Processing Activity (ROPA), Data Privacy Impact Assessment (DPIA)	CCPA Governance	Data Inventory and Classification
 Policy Notice Management	Article 12-14 Recitals 58-62	Data Processing Transparency - Disclosures, Notices	1798.135 (1) (2)	Data Processing Notices, 'Do not sell' link

LGPD & PDPB considerations for Salesforce



Regulation	 LGPD (Lei Geral de Proteção de Dados)		 PDPB (Personal Data Protection Bill 2019)	
Applicability Criteria	Brazilian residents		Indian residents	
Exempt Categories	-		Government	
	Clauses	Function	Clauses	Function
 Sandbox DataMasker	Article 12, 15	Pseudonymize or Anonymize Personal Data to prevent Sandbox induced Data Breach	Clauses 24, 40	Pseudonymize or Anonymize Personal Data to prevent Sandbox induced Data Breach
 Data Retention	Article 12, 15	Data Retention - Automated anonymize and delete	Clauses 4-6, 9	Data Retention - Automated anonymize and delete
 Privacy Rights Automation	Article 5, 6, 9, 10, 14, 17, 18, 19, 20	Data Subject rights for Access, Correct, Anonymize, Portability, Deletion and others, Self-serve Privacy center	Clauses 9, 17-20, 23, 33	Data Subject rights for Access, Correct, Anonymize, Portability, Deletion and others, Self-serve Privacy center
 Consent Management	Article 8-10, 15, 18	Manage Opt-in/Outs, Consent and Communication Preferences	Clauses 5, 7, 11-14, 16, 19	Manage Opt-in/Outs, Consent and Communication Preferences
 Personal Data Discovery	Article 5, 37-40, 42, 43	Data Inventory, Record of Processing Activity (ROPA), Data Privacy Impact Assessment (DPIA)	Clauses 4-6, 11-14, 24, 27-29	Data Inventory and Classification
 Policy Notice Management	Article 8, 9	Data Processing Transparency - Disclosures, Notices	Clauses 7, 22-25	Data Processing Notices, 'Do not sell' link