

# Marketing Cloud Account Engagement (formerly Pardot) Notices and License Information

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## Services Covered

The information in this document is applicable to the services branded as Marketing Cloud Account Engagement (the “Marketing Cloud Account Engagement Services formerly “Pardot Services”) provided by Salesforce, Inc. and/or its affiliates, (collectively, “Salesforce”). Customers may choose to use related products and features branded as (a) Einstein, which runs across two infrastructures, the infrastructure described by this Documentation, and the infrastructure described by the Einstein Platform Documentation, as further described in the Einstein Platform Documentation; or (b) Einstein Send Time Optimization for Marketing Cloud Account Engagement or Einstein Engagement Frequency which runs across two infrastructures, the infrastructure described by this Documentation and the infrastructure described by the Marketing Cloud Einstein section of the Marketing Cloud Documentation.

## Purpose of This Documentation

This documentation describes features, restrictions and notices associated with any:

- information sourced from third parties and provided to users via the Marketing Cloud Account Engagement Services;
- Marketing Cloud Account Engagement Services functionality that allows users to interact with social media and other websites; and
- desktop and mobile device software applications provided in connection with the Marketing Cloud Account Engagement Services.

See your Order Form(s) for additional terms that may apply to your use of the Marketing Cloud Account Engagement Services.

## Customer Data

This Documentation does not modify Salesforce's obligations with respect to any data submitted by customers to Salesforce services (“Customer Data”) as defined in Salesforce’s [MSA](#).

## Acceptable Use and External-Facing Services Policy

The Marketing Cloud Account Engagement Services are subject to the [Acceptable Use and External-Facing Services Policy](#), as applicable.

## MFA Requirement for Using the Marketing Cloud Account Engagement Services

Starting February 1, 2022, Salesforce will begin requiring customers to enable Multi-Factor Authentication (MFA) for all Marketing Cloud Account Engagement Services, unless otherwise approved by Salesforce in accordance with Salesforce internal policies and procedures. Customer must satisfy the MFA requirement by either: (1) enabling Multi-Factor Authentication for all users who log in to Customer’s Marketing Cloud Account Engagement Services through the user interface or (2) ensuring MFA is enabled for all users who use Single Sign-On (SSO) to access Customer’s Marketing Cloud Account Engagement Services, by using the SSO provider’s MFA services or, where supported, by turning MFA on in Salesforce products. Further information on MFA, including acceptable verification methods for MFA, can be found [here](#).

## Restricted Uses of Information

### Important:

- Information provided to customers via the Marketing Cloud Account Engagement Services may not be used to generate or facilitate unsolicited commercial email (spam), for example in violation of the U.S. CAN-SPAM Act or any other applicable anti-spam law; to imitate or impersonate another person or his, her or its email address; to create false accounts for the purpose of sending spam; or to send email to individuals who have requested to be removed from a mailing list.
- Information provided to customers via the Marketing Cloud Account Engagement Services may not be used for any purpose related to establishing an individual's eligibility for credit, employment or insurance, or for any other consumer-initiated transaction, for example as such terms are defined in the U.S. Fair Credit Reporting Act or any similar law.

Additional restricted uses of information provided to customers via the Marketing Cloud Account Engagement Services may be found in the [Permission Based Marketing Policy](#) and physical copies may be provided upon Customer's request.

### Third-Party Platforms

The Marketing Cloud Account Engagement Services allow users to interact with social media and other websites, including websites operated by or on behalf of a customer of the Marketing Cloud Account Engagement Services (collectively "Third-Party Platforms").

- Customers must enable the Marketing Cloud Account Engagement Services to access their Third-Party Platform accounts.
- The Marketing Cloud Account Engagement Services may access, collect, process, and/or store information or content from Third-Party Platform accounts (including information otherwise classified as Customer Data under a customer's agreement with Salesforce).
- Customers are solely responsible for any material their users provide to any Third-Party Platform.
- Customers are solely responsible for any information accessed by their users or any third party from any Third-Party Platform.
- Customers are solely responsible for their users' interactions or communications with third parties through any Third-Party Platforms.
- Customers are solely responsible for any transactions relating to a separate agreement or arrangement between customers or their users and any Third-Party Social Platform provider or website.

### Third-Party Notices

The following notices apply to Third-Party Platforms and other commercial entities from which Salesforce obtains information and/or which interoperate with the Marketing Cloud Account Engagement Services:

- **Twitter**
  - Twitter content obtained through the Marketing Cloud Account Engagement Services, including derived analytical data, may not be used as a part of an advertising network.
  - Interaction with Twitter services and use of Twitter content must comply with the [Twitter Terms of Service](#), the [Twitter privacy policy](#), and the [Twitter Public API terms](#).
- **Facebook**
  - Facebook content is provided pursuant to the [Facebook Terms of Service](#) and the [Facebook Public API terms](#).

- Interaction with Facebook services and use of Facebook content must comply with the [Facebook Terms of Service](#) and the [Facebook Public API terms](#).
- **LinkedIn**
  - LinkedIn content is provided pursuant to the [LinkedIn Terms of Service](#) and the [LinkedIn Public API terms](#).
  - Interaction with LinkedIn services and the use of LinkedIn content must comply with the [LinkedIn Terms of Service](#) and the [LinkedIn Public API terms](#).
- **Google AdWords**: Interaction with Google AdWords and the use of Google AdWords content must comply with the [Google AdWords Terms and Conditions](#) and the [Google AdWords API terms](#).
- **Google Analytics**: Interaction with Google Analytics services and the use of Google Analytics content must comply with the [Google Analytics Terms of Service](#) and the [Google Analytics Public API terms](#).
- **Bitly**: Interaction with Bitly services and use of Bitly content must comply with the [Bitly Terms of Service](#) and the [Bitly API Best Practices](#).
- **AddThis**: Interaction with AddThis services and use of AddThis content must comply with the [AddThis Terms of Service](#).
- **Cisco Webex**: Interaction with Cisco Webex services must comply with the [Webex Terms of Service](#).
- **Citrix GoToMeeting / GoToWebinar**: Interaction with Citrix GoToMeeting/GoToWebinar services must comply with the [LogMeIn Terms of Service](#).
- **ReadyTalk**: Interaction with ReadyTalk services must comply with the [ReadyTalk Terms of Service](#).
- **Twilio**: Interaction with Twilio services must comply with the [Twilio Terms of Service](#).
- **Wistia**: Interaction with Wistia services must comply with the [Wistia Terms of Service](#).
- **Eventbrite**: Interaction with Eventbrite services must comply with the [Eventbrite Terms of Service](#).
- **Olark**: Interaction with Olark services must comply with the [Olark Terms of Service](#).
- **UserVoice**: Interaction with UserVoice services must comply with the [UserVoice Terms of Service](#).
- **GoodData**: Interaction with GoodData services must comply with the [GoodData Terms of Use](#).
- **Litmus**:
  - Litmus content is provided by Salted Services, Inc. and is pursuant to the [Litmus Terms of Service](#).
  - Interaction with Litmus services and the use of Litmus content must comply with the [Litmus Terms of Service](#).

## Distributed Software

- Marketing Cloud Account Engagement for Apple Mail plugin
- Marketing Cloud Account Engagement for Thunderbird plugin
- Marketing Cloud Account Engagement for Gmail plugin
- Marketing Cloud Account Engagement for Outlook plugin
- Marketing Cloud Account Engagement LeadDeck Application
- Marketing Cloud Account Engagement for WordPress plugin

Please see the [Salesforce Open Source Notices website](#) for any additional notices required by licensors related by licensors related to the Marketing Cloud Account Engagement Services.

## Interoperation with Other Services

The Marketing Cloud Account Engagement Services may interoperate with other services provided by Salesforce or third parties. The Notices and License Information documentation for such services provided

by Salesforce is available in the [Trust and Compliance Documentation](#).