
Einstein Activity Capture Security Guide

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EINSTEIN ACTIVITY CAPTURE

Einstein Activity Capture is a productivity-boosting tool that helps keep data between Salesforce and your email and calendar applications up to date.

 **Note:** Starting in late 2023, existing Einstein Activity Capture (EAC) services and data are migrating to Hyperforce. Hyperforce is Salesforce cloud-native infrastructure architecture, built for the public cloud. Before the migration, some EAC services and data are stored in Salesforce-managed data centers in Germany or the United States, and hosted on Amazon Web Services (AWS) behind a Virtual Private Cloud (VPC). Post-migration, the EAC services and data are built on Hyperforce and stored on new AWS public cloud infrastructure within the same region.

To keep data up to date between applications, Einstein Activity Capture focuses on three types of data—emails, events, and contacts.

Einstein Activity Capture also includes tools to summarize sales activities that were added to Salesforce manually and by Einstein Activity Capture. The Activities dashboard breaks down data with various charts and filters. Activity Metrics lets you use activity data with Salesforce platform capabilities, such as triggers and list views.

In Salesforce documentation, the term *capture* refers to when data is gathered from the connected Microsoft or Google account and held on Hyperforce, creating virtual records. The captured data isn't stored in your primary Salesforce database and isn't used to create Salesforce records that can be queried. For example, captured data is used to generate insights and engagement details on the timelines of related Salesforce records.

For complete information, including setup steps, limitations, and details about how the feature works, see [Einstein Activity Capture](#) in Salesforce Help.

EDITIONS

Available in: Lightning Experience

Available with Einstein Activity Capture Standard, which is available in Sales Cloud in **Starter, Professional, Enterprise, Performance,** and **Unlimited** Editions

Available with Sales Cloud Einstein, which is available in **Performance** and **Unlimited** Editions, and available for an extra cost in **Enterprise** Edition

Available with Inbox in Sales Cloud, which is included in **Starter, Performance** and **Unlimited** Editions and available for an extra cost in **Professional** and **Enterprise** Editions. Inbox is also available for an extra cost in Service Cloud and Lightning Platform.

Available with Sales Engagement in Sales Cloud, which is included in **Performance** and **Unlimited** Editions, and available for an extra cost in **Professional** and **Enterprise** Editions. Sales Engagement is also available for an extra cost in Service Cloud and Lightning Platform.

Available with Revenue Intelligence, which is available for an extra cost in **Enterprise** and **Unlimited** Editions

EINSTEIN ACTIVITY CAPTURE SYSTEM REQUIREMENTS

Before you set up Einstein Activity Capture, confirm that your Google Workspace account or Microsoft® Exchange-based server meet the system requirements.

All connection methods use the OAuth 2.0 protocol to authorize data retrieval from users' email service.

Google

The user-level and service account connection methods are available for companies working from Google Workspace. Einstein Activity Capture supports the Basic, Business, and Enterprise editions of Google Workspace.

Microsoft Exchange Online with Office 365

The user-level, org-level, and service account connection methods are available for companies working from Microsoft Exchange Online with Office 365. Before you connect Exchange to Salesforce, work with your Exchange admin to enable Exchange Web Services (EWS) on an SSL connection.

Einstein Activity Capture only supports Office 365 tenants hosted on Microsoft Azure global infrastructure clouds. Azure national and government clouds aren't supported.

Microsoft Exchange 2019, 2016, or 2013

The user-level and service account connection methods are available for companies working from Microsoft Exchange 2019, 2016, or 2013.

Before you connect Exchange to Salesforce, work with your Exchange admin to enable Exchange Web Services (EWS) on an SSL connection and [allow the necessary network access](#). Make sure your server supports Basic Authentication requests.

Microsoft Exchange Hybrid Deployments

For companies working from a combination of Microsoft Exchange Online and Microsoft Exchange on-premises servers, Einstein Activity Capture only supports user-level connections for the [capture functionality](#).

EDITIONS

Available in: Lightning Experience

Available with Einstein Activity Capture Standard, which is available in Sales Cloud in **Starter**, **Professional**, **Enterprise**, **Performance**, and **Unlimited** Editions

Available with Sales Cloud Einstein, which is available in **Performance** and **Unlimited** Editions, and available for an extra cost in **Enterprise** Edition

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ACCESS AND AUTHENTICATION


Set up and manage your access and authentication settings for Einstein Activity Capture.

Access

To use Einstein Activity Capture, users must be assigned to one of the permission sets that includes Einstein Activity Capture. For details, see [Select Who Can Use Einstein Activity Capture](#) in Salesforce Help.

For a user's events and contacts to be synced, an admin must also add the user to an Einstein Activity Capture configuration with syncing enabled. For details, see [Create a Configuration for Einstein Activity Capture](#) in Salesforce Help.

Org Provisioning

 **Note:** Hyperforce is Salesforce infrastructure architecture, built for use with public cloud providers, such as Amazon Web Services (AWS). Hyperforce is composed of code rather than hardware, so that the Salesforce platform and applications can be delivered rapidly and reliably to locations worldwide. It provides Salesforce applications with compliance, security, privacy, agility, and scalability, and gives customers more choice and control over data residency.

When Einstein Activity Capture is enabled in an org, a corresponding Einstein Activity Capture org is created on Salesforce Hyperforce infrastructure. The integration between the Salesforce first-party servers, where your primary Salesforce data is stored, and Salesforce Hyperforce servers, where your Einstein Activity Capture data is stored, is authenticated through encrypted private keys. When Einstein Activity Capture makes API calls to Hyperforce, the key is required.

Authentication

The choices of how to connect and authenticate users' email and calendar applications depend on which email and calendar applications you use. For details about the available connection and authentication methods, see [Set Up Einstein Activity Capture](#) in Salesforce Help.

In all cases, the connection allows Salesforce to:

- Read, send, delete, and manage users' email.
- View files in users' Google drive, if applicable.
- Manage users' contacts.
- Manage users' calendars.

ALLOWING NETWORK ACCESS WHEN USING EINSTEIN ACTIVITY CAPTURE WITH A MICROSOFT EXCHANGE SERVER

When setting up Einstein Activity Capture with a Microsoft Exchange on-premises server (2019, 2016, or 2013), make sure that you allow the necessary network access.

Available in: Lightning Experience

Available with Sales Cloud in: **Essentials, Professional, Enterprise, Performance,** and **Unlimited** Editions


Available with Sales Cloud Einstein, which is available for an extra cost in: **Enterprise, Performance,** and **Unlimited** Editions

Available with Inbox, which is available in **Professional, Enterprise, Performance,** and **Unlimited** Editions

Available with Sales Engagement, which is available for an extra cost in: **Enterprise, Performance,** and **Unlimited** Editions

Inbound Connections

If an IP or VPN restricts the Exchange Web Services (EWS) endpoint, you must add the following addresses to your allowlist. Doing so ensures that your Exchange server is visible to Salesforce.

 **Note:** Starting in late 2023, Einstein Activity Capture services are migrating to Hyperforce, the Salesforce cloud-native infrastructure architecture, built for the public cloud. Before migration to Hyperforce, Einstein Activity Capture data is stored in Salesforce managed data centers and hosted on Amazon Web Services (AWS) behind a Virtual Private Cloud (VPC). After migration, the Einstein Activity Capture data and services are stored on Hyperforce and new AWS public cloud infrastructure, within the same region as before.

 **Important:** To ensure uninterrupted access of your Einstein Activity Capture services and data, add both sets of IP addresses to your allowlist.

	If Your Salesforce Instance Is Outside of Europe	If Your Salesforce Instance Is in Europe
Hyperforce	<ul style="list-style-type: none"> • 44.242.15.232 • 44.236.183.129 • 100.21.196.196 • 54.200.249.136 • 44.228.8.56 • 35.165.2.200 	<ul style="list-style-type: none"> • 18.158.21.76 • 3.76.67.243 • 18.158.241.92 • 3.76.75.66 • 52.57.103.81 • 3.72.121.255
Pre-Hyperforce	<ul style="list-style-type: none"> • 54.200.130.205 • 54.218.59.121 • 34.210.91.105 • 34.210.91.103 • 44.224.62.36 • 52.35.129.120 	<ul style="list-style-type: none"> • 52.59.28.245 • 52.28.30.206 • 52.57.191.228 • 18.194.116.65 • 52.57.191.229 • 18.184.19.133

Allowing Network Access When Using Einstein Activity Capture with a Microsoft Exchange Server

	If Your Salesforce Instance Is Outside of Europe	If Your Salesforce Instance Is in Europe
	<ul style="list-style-type: none"> • 54.71.145.62 • 35.166.120.106 • 44.224.71.98 • 52.35.232.62 • 54.68.117.123 • 52.26.6.102 • 35.163.187.73 • 52.36.92.175 • 34.210.91.106 • 34.210.91.104 • 35.166.17.212 • 34.216.184.173 • 34.210.91.108 • 34.210.91.107 	<ul style="list-style-type: none"> • 52.57.191.226 • 52.57.191.224 • 52.57.191.227 • 18.197.233.154 • 18.196.51.181 • 3.124.138.13 • 3.124.208.146 • 3.124.224.62 • 3.124.238.55

Depending on how you set up Salesforce, it can be necessary to add Salesforce IP addresses that aren't specific to EWS or Einstein Activity Capture to your allowlist. To ensure continued access to Salesforce features, see [Salesforce IP Addresses and Domains to Allow](#).

Outbound Connections

If you have restrictions on Exchange outbound connections, you must allow outbound access to the following domains. Then, when new emails and events arrive in Exchange, push notifications are sent to Salesforce. To ensure uninterrupted access of your Einstein Activity Capture services and data, add both sets of webhook endpoints to your org.

	If Your Salesforce Instance Is Outside of Europe	If Your Salesforce Instance Is in Europe
Hyperforce	apiq-ews-webhook-c01.sfdc-lywfpd.svc.sfdcfc.net	apiq-ews-webhook-c01.sfdc-yzvd4.svc.sfdcfc.net
Pre-Hyperforce	ews-webhook-us1-prod.salesforceiq.com	ews-webhook-eu1-prod.salesforceiq.com

EXCHANGE WEB SERVICES (EWS) AND API

To access contacts and events from Exchange, Salesforce makes the following calls via EWS.



Tip: For details, visit [Microsoft's support website](#) and search for the calls mentioned here.

EWS API Call	Description
CreateFolder	Creates a folder in Exchange.
CreateItem	Creates a contact or event in Exchange. The Salesforce record ID is added to the Exchange item properties.
DeleteItem	Delete contacts or events based on the Salesforce record ID.
FindFolder	Finds a folder in Exchange.
FindItem	Finds a contact or event based on given search parameters.
GetEvents	Accesses information about Exchange events.
GetFolder	Accesses a folder from Exchange.
GetItem	Accesses information about a contact or event in Exchange.
GetServerTimeZones	Returns information from time zone definitions that are available on the Exchange server.
SyncFolderItems	Returns all changed contacts and events with requested fields.
UpdateItem	Modifies one or more contact or events with new field data.

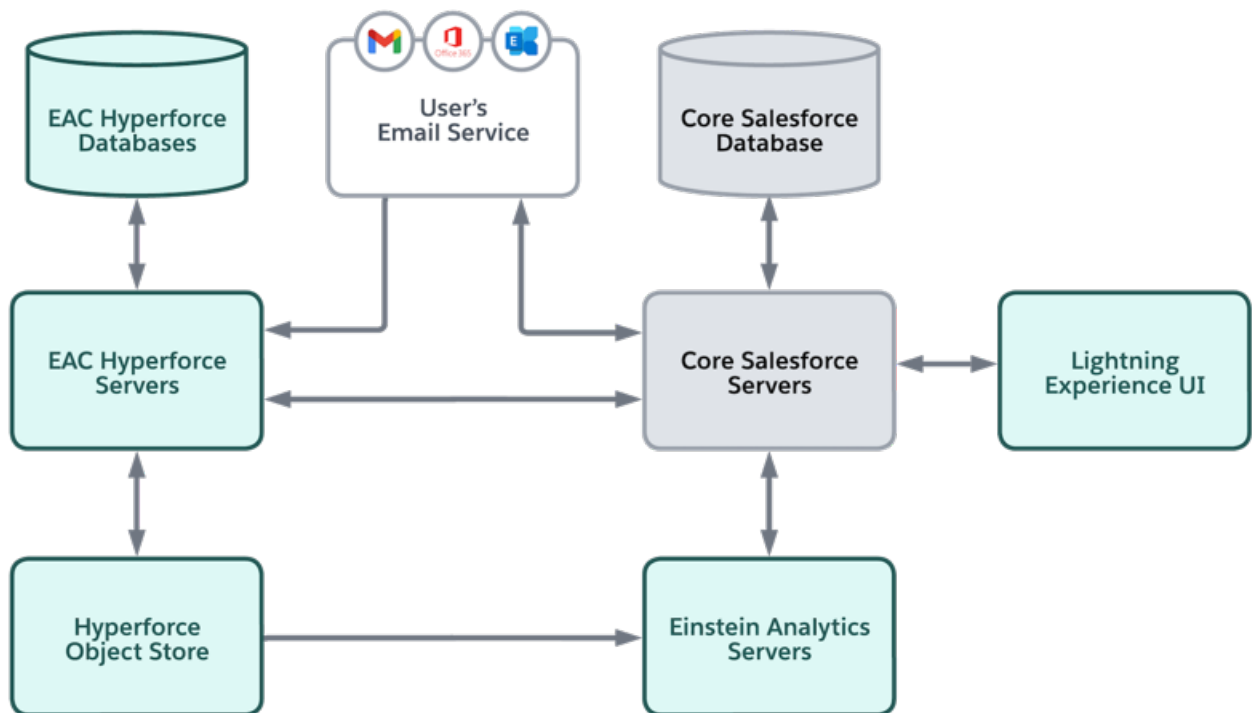
EINSTEIN ACTIVITY CAPTURE DATA FLOW

Email, event, and contact data flows from the connected account, through the Salesforce Hyperforce platform infrastructure, to your Salesforce instance.

When email, event, or contact data moves from the connected account to Salesforce, the data follows the same flow from the user's email account to Salesforce, regardless of which service is connected to Salesforce. The data flows between Salesforce core architecture, which can be hosted in Salesforce first-party data centers, and Hyperforce, the Salesforce infrastructure architecture built for public cloud providers (such as AWS).

First, Salesforce Hyperforce servers capture the data from the email service. Then, the core Salesforce servers fetch email and event data from Hyperforce to display on the activity timeline of related Salesforce records. Contact data is also captured and stored on Hyperforce to be used by other Salesforce features, such as Einstein Email Insights. Some event and contact data is also stored in the core Salesforce servers. Finally, the activities' metadata is stored in the core Salesforce servers.

When contacts or events move only from Salesforce to the connected account, no data is stored in Hyperforce.



HOW DATA IS STORED AND USED

Review details about how Einstein Activity Capture and Inbox capture, store, and use data.

Inbox and Einstein Activity Capture can be used together or separately. However, the way each of these features captures, stores, and uses data is the same.

Either Inbox or Einstein Activity Capture initiates the data capturing, which is the process for gathering data. The data is stored on the Salesforce Hyperforce infrastructure. Some data can be stored in Salesforce first-party data centers. The data is used by either Inbox, Einstein Activity Capture, or both to bring productivity-boosting tools to assigned users.

Learn more about [Salesforce Inbox](#).

Review details about what data is captured and stored, and how the data is used.

What Hyperforce Captures and Stores	Additional Details	How Data is Used
Calendar events	Calendar events include all event data that comes from users' connected Microsoft or Google accounts. They don't include event attachments.	Einstein Activity Capture uses the data to display events in the activity timeline and the Salesforce calendar. Inbox uses the date for the Insert Availability and Recommended Connections features.
Contact details	The details include contact data from what's displayed in the Contact Profile screen from Gmail, Exchange, or Sales Cloud.	Contact data is used by other Salesforce features, such as Einstein Email Insights.
Email accounts	The information includes details about users' connected Microsoft or Google accounts, including email address, server, and domain.	Einstein Activity Capture and Inbox use the data to connect users' email accounts to Salesforce.
Email attachments	The metadata for email attachments is included. For Einstein Activity Capture, the attachments themselves aren't stored or shown on the activity timeline. For Inbox, the Send Later feature stores the attachments until the email is sent. During Inbox's email send action, attachments can be Email Attachments dynamically fetched from the Google or Exchange server by passing the email message ID.	Einstein Activity Capture doesn't currently use the attachment metadata. Inbox uses the attachments and metadata for the Send Later feature.

How Data Is Stored and Used

What Hyperforce Captures and Stores	Additional Details	How Data is Used
Email headers and metadata	<p>The email messages are from users' connected Microsoft or Google accounts. The email elements that are stored include: Subject, From, To, CC, and sent date.</p>	<p>Einstein Activity Capture uses the data to add emails to the activity timeline of related Salesforce records.</p> <p>Email Insights, available with Inbox and Einstein Activity Capture, uses the data to create classifications.</p> <p>Recommended Connections, which is available with Inbox and Einstein Activity Capture, uses the data to generate suggestions.</p>
Email HTML bodies		<p>Einstein Activity Capture uses the data to display emails in Salesforce. The data is also used to generate email insights.</p>
Passwords and OAuth tokens	<p>The OAuth refresh and access tokens are used to connect users' Google or Microsoft accounts to Salesforce.</p> <p>When users connect their account to Salesforce with OAuth 2.0, we don't store users' passwords. Therefore, if users change their email password after connecting their account to Salesforce, they don't have to reauthenticate against Google or Microsoft.</p> <p>For users that use on-premises Exchange email accounts that use password authentication, we store users' passwords.</p>	
Salesforce records	<p>The records also include metadata, such as permissions, fields, and page layouts, for records such as contacts, leads, and opportunities.</p> <p>Inbox stores metadata for records for up to 24 hours. Einstein Activity Capture stores metadata for records until you delete the data in Salesforce. When you delete the record data in Salesforce, it's also removed from Hyperforce servers.</p>	<p>Inbox mobile apps use the data to improve performance when looking up records related to an email or event.</p> <p>To associate emails with related Salesforce records, Einstein Activity Capture copies email addresses from contact and lead records and stores them on Hyperforce servers.</p>
User settings	<p>The user settings include the user's personal settings from Inbox or Einstein Activity Capture.</p>	

ENCRYPTION

Einstein Activity Capture uses various encryption methods to provide data security.

For captured emails and events, Salesforce platform encryption isn't available. Instead, the data is encrypted at rest using AES-256 server-side encryption. When Shield Platform Encryption is enabled for your org, emails and events that are added to the activity timeline of related Salesforce records show the names of encrypted contacts and leads.

For synced events and contacts, [Salesforce uses Transport Layer Security technology \(TLS 1.2 or higher\)](#) to protect transferred data. During authorization of each transaction, Salesforce requires the TLS configuration from the data received to meet Salesforce TLS security requirements before granting access.

For all data accessed between the user's email account and Salesforce core servers and between Salesforce core servers and Hyperforce, [Salesforce uses Transport Layer Security technology \(TLS 1.2 or higher\)](#), HTTPS, and token-based authentication to protect transferred data.

Shield Platform Encryption is supported when syncing contacts and events; however, there are some exceptions. For details, see [Considerations for Setting Up Einstein Activity Capture](#).

DATA PRIVACY

Einstein Activity Capture includes several ways to ensure that data is captured, stored, and shared the way users want.

 **Note:** Unless stated otherwise, the following information applies only to captured data, not synced data.

Share Emails and Events

Users can control how activities that were added to Salesforce by Einstein Activity Capture are shared with other Salesforce users at your company. Einstein Activity Capture users can share with all users, with Chatter groups, or with no one. Users can also set sharings for individual emails or events. The admin sets the default sharing setting, but users can override it by setting their individual sharing. The user's setting is applied to all emails and events, except settings that they set individually. However, if the admin sets the default sharing setting to Don't Share, they can choose to prevent users from changing it. In that case, users can't set their own sharing. Users can still share individual emails and events, and respond to sharing requests from other users.

Some Sales Cloud Einstein features generate business-related insights using emails captured by Einstein Activity Capture, including emails that aren't shared. However, the content of the emails and the usernames associated with them are hidden. Einstein Opportunity Insights and Einstein Automated Contacts are the Sales Cloud Einstein features that use these private emails.

For more information, see [Control How Activities Added by Einstein Activity Capture Are Shared](#) in Salesforce Help.

Exclude Email Addresses

Admins and end users can exclude emails and events from being added to Salesforce by adding an email address or domain to the Excluded Address list. Emails and events associated with persons or companies added to the Excluded Address list aren't added to the activity timeline of related Salesforce records. And events aren't synced between Salesforce and the connected accounts. However, the emails and events are still stored on Hyperforce.

The org-wide Excluded Addresses list, which the admin creates, can include domains and email addresses. Users can add more email addresses to their own Excluded Addresses list.

For more information, see [Considerations for Excluding Data from Einstein Activity Capture](#) in Salesforce Help.

Delete Data

Admins can honor their customers' requests to delete their personal data in Salesforce email and events. When activities are deleted, they're removed from Hyperforce servers and from the activity timeline. Activities can be deleted based on email address or username. We process the request after seven days, and it can take up to a month to complete the request.

The data isn't removed from the email services; consider deleting the data from those locations too.

For more information see [Delete Email and Events Logged by Einstein Activity Capture](#) in Salesforce Help.


Exclude Data from Machine Learning

Admins can honor their customers' requests to exclude their personal data from factoring into machine learning models. Salesforce processes the request after seven days and it can take up to a month to complete the request.

For more information, see [Exclude People's Personal Data from Modeling and Data Enrichment](#) in Salesforce Help.

DATA STORAGE AND RETENTION

Einstein Activity Capture and Inbox store some data using the Salesforce Hyperforce infrastructure.

 **Note:** The following information applies only to captured data, not synced data.

Einstein Activity Capture data is stored on Salesforce Hyperforce servers and, therefore, doesn't affect Salesforce data allocations. There's no additional cost for this storage. The license that's used to access Einstein Activity Capture determines the data retention policy. If an org has at least one Sales Cloud Einstein, Sales Engagement, or Inbox license, the data retention policy for that license applies to the entire org.

When a *new* Microsoft or Google account is connected to Salesforce, the amount of historical data that's captured and stored by the Salesforce Hyperforce servers is 6 months (up to 50K emails and 5K events).

Then, Hyperforce servers use notification subscriptions from the email service to capture new email messages and events. The default amount of data stored *over time* on Hyperforce ranges from 6 to 24 months, depending on which Salesforce license is used to access Einstein Activity Capture. Admins can contact Salesforce Customer Support to change the storage amount.

After the data retention period has passed, the data is removed from the system. For example, if the data retention period is 24 months, then any activity that occurred more than 24 months ago (regardless of when it was added to Salesforce) is deleted from the Hyperforce servers and the activity timeline. Activities captured by Einstein Activity Capture aren't archived.

For complete data retention information, see [Data Retention for Einstein Activity Capture](#) in Salesforce Help.