



# Secure, Compliant, and Resilient Data for Agentforce

**Securing and managing your data for Agentforce is easier than ever on the Salesforce Platform.**

AI Agents are revolutionizing businesses everywhere, but agentic intelligence is only as good as the data provided. The quality and scale of your data empowers agents to identify patterns, make predictions, and automate complex tasks. So your data isn't just a part of your business equation; it's the core component. Unfortunately, bad actors or user error can dampen the effectiveness of these technologies, while also putting your business-critical data at risk.



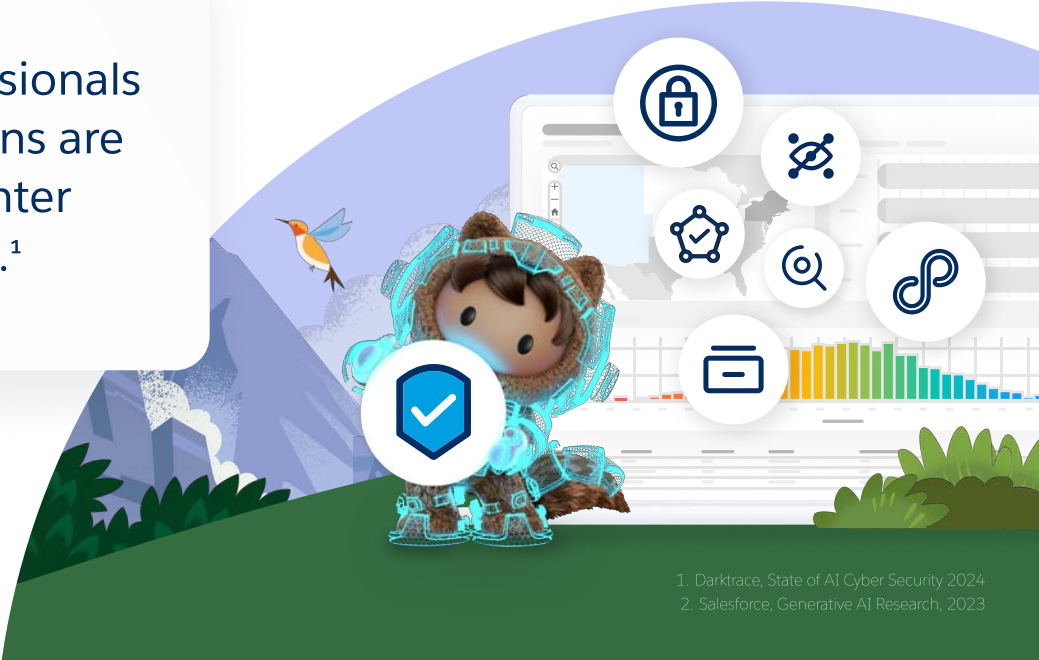
**71%**

of IT leaders believe generative AI will introduce new security risks to data. <sup>2</sup>

To stay competitive and maintain customer trust, businesses need secure, compliant, and resilient data. And with Agentforce and Trusted Services, that's now possible.



**“ 60% of IT professionals feel their organizations are not prepared to counter AI-generated threats. <sup>1</sup>**



1. Darktrace, State of AI Cyber Security 2024  
2. Salesforce, Generative AI Research, 2023

# Three Pillars to a Strong Governance Strategy with Salesforce Trusted Services

An effective governance strategy incorporates these key components.

## 01 Data Security

Strong data security requires visibility and control into what's happening in your Salesforce org. Salesforce Security allows you to proactively monitor and encrypt your data, identify and mitigate risks, and strengthen your security posture.

## 02 Data Compliance

Truly trusted enterprises ensure compliance with varying industry regulations. Achieve and maintain regulatory compliance by understanding your data, managing consent, meeting retention requirements, and masking sensitive information with Salesforce.

## 03 Data Resilience

Future-proof your organization to navigate disruption without slowing down the pace of innovation. With Salesforce, you can restore data from loss or corruption with precision, minimizing downtime and ensuring data is accessible for advanced analytics and AI initiatives.

## Built on a Foundation of Trust

### Comprehensive security for critical data

Salesforce Shield extends the Platform's standard security to provide advanced data protection, helping you mitigate the risk of unauthorized access and stay compliant with evolving regulations. This suite of products includes: **Event Monitoring**, **Platform Encryption**, **Field Audit Trail**, and **Data Detect**.

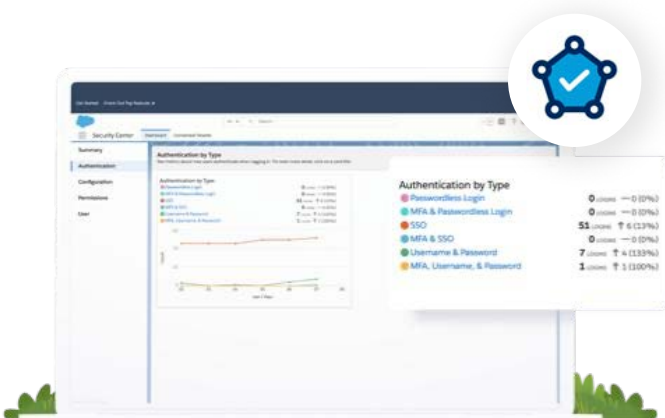
[Enhance your security >](#)



### Easily manage security controls across Salesforce

Security Center provides a single view into the security configuration and controls in place across your entire Salesforce org. Centrally manage user permissions and org configurations for all data, including data used for Agentforce.

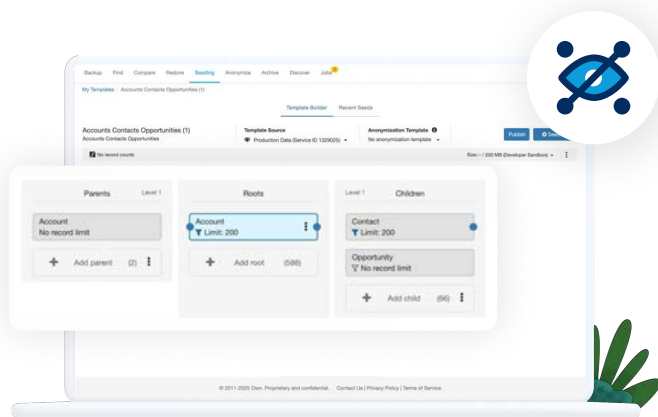
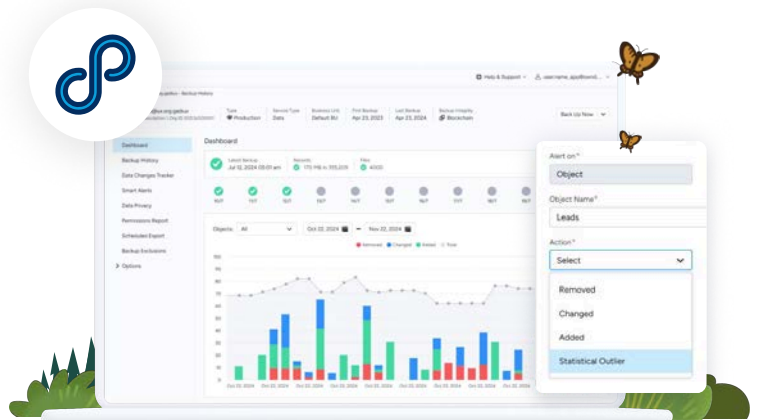
[View controls >](#)



## Protect data against loss and corruption

External threats and internal errors can lead to business disruption. **Backup & Recover** protects your organization's data to ensure consistent, uninterrupted access when you need it most.

[Backup data >](#)



## Seed & protect data in Sandboxes

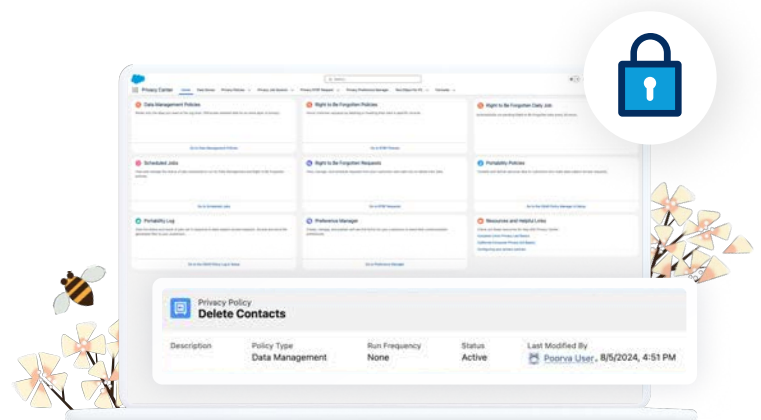
**Data Mask & Seed** streamlines development by enabling faster data seeding and automated masking, ensuring realistic and relevant data for your developers without compromising security.

[Build securely >](#)

## Take control of data privacy

You likely have sensitive, highly confidential data about customers in your production org. Mismanagement of that data could violate privacy laws and regulations, leading to millions of dollars in fines. **Privacy Center** creates retention policies to manage the lifecycle of your data while verifying that your AI processes are consented for use in prompts.

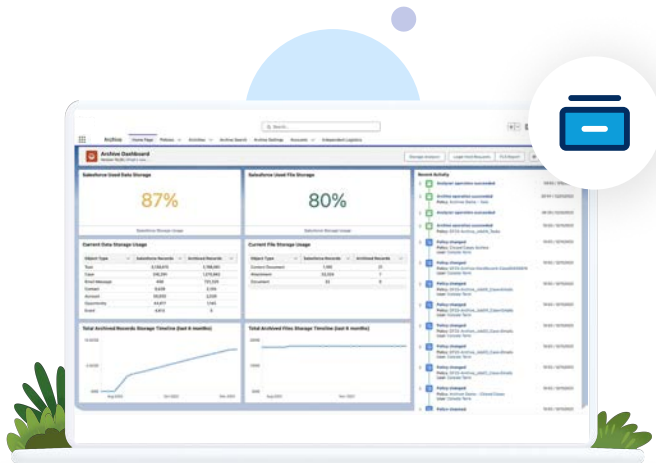
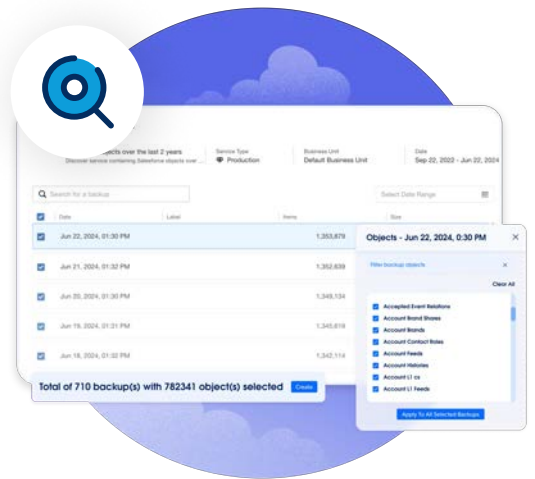
[Manage privacy >](#)



## Simplify access to all data changes

Gathering data to make key business decisions can be time consuming. **Salesforce Discover** facilitates access to historical data changes by using backups, eliminating manual data extraction to drive your business forward.

[Access data >](#)



## Remove inactive Salesforce data

Exponential data growth leads to increased costs, system performance issues, and potential risk. **Archive** helps you effortlessly define, automate, and manage custom data retention policies to remove inactive data.

[Archive data >](#)

## Get in touch

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