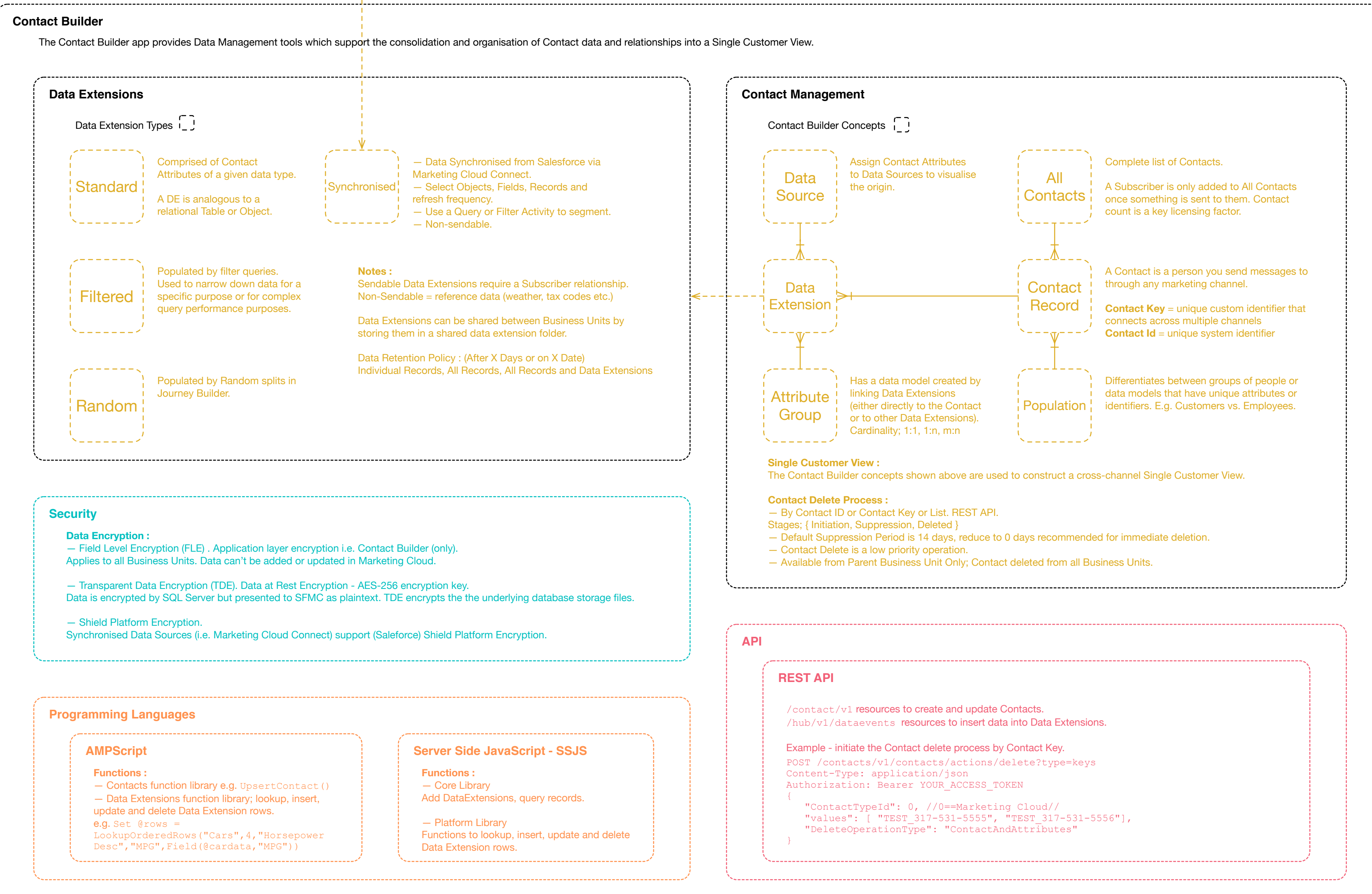


Salesforce Marketing Cloud



Security

Data Encryption:

- Field Level Encryption (FLE) - Application layer encryption i.e. Contact Builder (only). Applies to all Business Units. Data can't be added or updated in Marketing Cloud.
- Transparent Data Encryption (TDE) - Data at Rest Encryption - AES-256 encryption key. Data is encrypted by SQL Server but presented to SFMC as plaintext. TDE encrypts the underlying database storage files.
- Shield Platform Encryption. Synchronised Data Sources (i.e. Marketing Cloud Connect) support (Salesforce) Shield Platform Encryption.

Programming Languages

AMPscript

Functions:

- Contacts function library e.g. `Opesst>Contact()`
- Data Extensions function library: `lookup, insert, update and delete Data Extension rows.`
- e.g. `Set Rows = lookupOrderedRows("Case", A, "HomePageDesc", "MFGD", FieldID@cardata, "MFGD")`

Server Side JavaScript - SSJS

Functions:

- Core Library
- Add Data Extensions, query records.
- Platform Library
- Functions to lookup, insert, update and delete Data Extension rows.

API

REST API

```

/contact/v1/resources to create and update Contacts.
/sub/v1/dataevents resources to insert data into Data Extensions.

Example - initiate the Contact delete process by Contact Key
POST /contacts/v1/contacts/actions/delete?type=key
Content-Type: application/json
Authorization: Bearer YOUR_ACCESS_TOKEN

{
  "contactTypeId": 0, //0=Marketing Cloud/
  "values": [
    { "id": "117-931-5555", "email": "117-931-5555@",
      "deleteOperationType": "ContactAndAttributes"
    }
  ]
}
        
```

