

AppExchange Program Application Guidelines

These AppExchange Program Application Guidelines (the “**Application Guidelines**” or “**Guidelines**”) apply to software applications (“**Partner Applications**”) distributed by **Partners** under the Salesforce AppExchange Partner Program (the “**Program**”) and are subject to and made part of the Salesforce Partner Program Policies (“**Program Policies**”) governing Partners’ participation in the Program. These Guidelines are current as of the version date set forth herein and shall remain in effect until or unless they are superseded at this same (or redirected) URL by a version with a later version date. Salesforce, Inc. and/or its Affiliates (collectively, “**SFDC**”) may update or modify these Guidelines, including any requirements, reviews, processes or standards set forth or referenced herein, in its sole discretion, with or without notice to Partners. Capitalized terms not defined herein have the meaning given to them in the Salesforce Partner Program Agreement (“**SPPA**”) and the Program Policies at <https://www.salesforce.com/company/legal/agreements/> (as such URL may be updated from time to time). At all times during their participation in the Program, Partners must abide by these Guidelines and meet all standards and requirements applicable to their Partner Application(s) and, as between SFDC and Partner, are solely responsible for their Partner Applications.

Partner Applications are Non-SFDC Applications as defined in Salesforce’s Main Services Agreement available at <https://www.salesforce.com/company/legal/agreements/> (as such URL may be updated from time to time).

Notwithstanding these Guidelines, including any review of a Partner Application, SFDC makes no guarantees regarding the quality, security, or functionality of any Partner Application and Customers are solely responsible for evaluating the quality, security, and functionality of Partner Applications to determine their adequacy and appropriateness for Customers’ installation and use.

1. **Accuracy.** Partners shall (i) ensure any user documentation relating to a Partner Application (“**End User Documentation**”) accurately reflects the Partner Application’s functionality, including detailed security controls and safeguards relating thereto, (ii) ensure Partner’s End User Documentation accurately describes the applicable Partner Application, including to what extent functionality resides within and outside the Platform, and (iii) maintain at all times a current privacy statement available on Partner’s website which details Partner’s collection, processing and handling of the Partner Application users’ data, including any personally identifiable information relating to users.
2. **Added Value.** Unless expressly authorized by SFDC, Partners’ Partner Applications may not simply recreate functionality that is substantially similar to the Services, but instead must provide additional features, functionality and/or applications for use by the Customer. For example, and without limitation, a Partner Application may not recreate substantially similar functionality to standard SFDC objects such as Campaigns, Cases, Entitlements, Accounts, Opportunities, Leads, Quotes, Sales Contracts, Service Contracts, Solutions and/or Work Orders.
3. **Lightning Ready.** All Partner Applications installable in any environment where Lightning Experience can be used must be Lightning Ready (Lightning Ready means 100% of the Partner’s customers’ use cases must work as expected in the Lightning Experience user interface).
4. **Use of APIs.** Subject to 4(c) below, if a Partner Application uses SFDC’s APIs (for example, without limitation, SOAP, REST, Bulk, Commerce Cloud, Marketing Cloud, and/or Data Cloud APIs), the following requirements apply:
 - a. The Partner Application must connect to SFDC’s APIs through a unique allowlisted Connected App or an External Client Application as described in the Documentation. For purposes of these Guidelines, a “Connected App” and “External Client Application” are SFDC Platform functionality that facilitates

authentication and access to SFDC's APIs for an external application.

- b. Within 5 business days after the Partner Application passes the Security Review (as described in Section 6 below), Partner must log a case with SFDC via SFDC's Partner Community requesting to allowlist Connected App/External Client App functionality as part of the Partner Application. This case should include the Connected App/External Client App Name, Id, and Organization ID where the Connected App/External App was created.
 - c. For Partner Applications enrolled in the AppExchange Program prior to June 15, 2025, these requirements shall apply as of January 31, 2026.
5. **Security.** Partners shall comply with all applicable Security Requirements for AppExchange Partners and Solutions described at https://developer.salesforce.com/docs/atlas.en-us.packagingGuide.meta/packagingGuide/security_review_create_secure_solution.htm (as such URL may be updated from time to time), which are incorporated into these Guidelines, and shall maintain appropriate administrative, physical, and technical safeguards for the protection of the security, confidentiality and integrity of Customer Data accessed and/or processed by their Partner Application(s).
6. **Review & Approval.** All Partner Applications must be approved by Salesforce prior to their listing on the AppExchange and/or distribution under the AppExchange Partner Program. This includes passing the Security Review and Assessment as described at <http://p.force.com/security> (as such URL may be updated from time to time) (the "**Security Review**"), except for B2C Commerce Applications (currently, Cartridges and Headless Integrations for B2C Commerce) and Tableau Accelerators. (Note: Tableau Accelerators must continue to adhere to all applicable requirements under the Tableau Technology Partner Program.) SFDC may charge fees in connection with the Security Review on a programmatic basis which will be specified at the time the Partner initiates the review. SFDC reserves the right, following an initial review, to conduct additional Security Reviews of Partner Applications from time to time, and also reserves the right, in its sole discretion, to require a Security Review of any Partner Application at any time as a condition for listing or distribution, regardless of whether an initial review was required.
7. **Security Review - Process.** Partners are responsible for evaluating and testing each Partner Application as to its technology, functionality, performance, security, and user interface prior to submitting their Partner Applications for review to Salesforce and shall cooperate reasonably with Salesforce in connection with the Security Review. SFDC's Security Review is described at <http://p.force.com/security> (as such URL may be updated from time to time), and may include a qualitative assessment involving review of a questionnaire completed by Partner, an interview with appropriate Partner personnel, and/or security testing. SFDC may charge fees in connection with the Security Review on a programmatic basis which will be specified at the time the Partner initiates the review. SFDC may conduct such Security Reviews, in whole or in part, itself or through a third party. If the Partner Application, in whole or in part, runs outside SFDC's systems, the Security Review may include remote application-level security testing of Partner Applications and network-level security testing including a vulnerability threat assessment. Such review may cause downtime or other effects on a Partner Application and/or any Partner systems to which Partners provide access as part of a Security Review. By submitting a Partner Application for Security Review, a Partner agrees that SFDC and its agents or contractors conducting the testing will bear no responsibility or liability arising from such testing, except to the extent caused by SFDC's or its agents' or contractors' gross negligence or willful misconduct. SFDC will cooperate reasonably with Partners to mitigate the effects of such review on Partners' business and operations.
8. **Security Review - Scope & Confidentiality.** Partners shall only submit Partner Applications for Security Review that are intended to be distributed under the Partner Program. SFDC conducts Security Reviews for its own benefit and Partners may not rely on, publicly disclose or promote a Partner Application's successful passage of a Security Review. Any Partner Confidential Information to which SFDC obtains access in the course of a Security

Review will be subject to the confidentiality terms in the Partner's SPPA or Distribution Agreement with SFDC, as applicable. SFDC reserves the right to notify Customers that a Partner Application is not listed on the AppExchange or otherwise enrolled in the AppExchange Program. Notwithstanding anything to the contrary contained herein, the status of SFDC's review of a Partner Application may be disclosed by SFDC at SFDC's sole discretion.

9. **Compliance with Applicable Law.** Partners shall comply with all Applicable Laws in providing their Partner Application(s) to Customers, including, but not limited to, maintaining, processing, and handling all Customer Data in accordance with all applicable Data Protection Laws and Regulations.
10. **Transparency.** To the extent a Partner Application transmits or processes Customer Data outside of SFDC's systems, Partners will notify all users who have access to Customer Data or who may transmit such Customer Data outside SFDC's systems through such Partner Application, or will notify them prior to their use of such Partner Application, that (i) their Customer Data will be transmitted outside SFDC's system, (ii) any protections that the Customer has from SFDC regarding the Customer Data will no longer apply once the Customer Data is outside of SFDC's systems and (iii) to that extent SFDC is not responsible for the privacy, security or integrity of such data. If a Partner Application transmits or processes Customer Data outside of SFDC's system, Partners will notify Customers prior to their use of the Partner Application that (i) this will occur and (ii) any protections that the Customer has from SFDC regarding the Customer Data will no longer apply once the Customer Data is outside of SFDC's systems.
11. **Integrity.** Partners will not (a) modify Customer Data, except to provide the Partner Application or when expressly permitted in writing by Customer, (b) disclose Customer Data except as compelled by law or as expressly permitted in writing by Customer, or (c) access or use Customer Data except to provide the Partner Application and prevent or address service or technical problems, or at Customer's request in connection with customer support matters.
12. **Partner Application Data.** "Partner Application Data" is data a Partner makes available through a Partner Application for use by a Customer with the Services. In connection with their provision and/or processing of Partner Application Data, Partners shall comply with applicable Data Protection Laws and Regulations, including obtaining all necessary consents and providing all necessary notices, and shall obtain all necessary permissions and licenses from any relevant third parties. SFDC disclaims all liability arising from Partner Application Data, including, for example and without limitation, any misuse of Partner Application Data by Customer, any hosting or storage of Partner Application Data on SFDC systems, and/or the transmission of Partner Application Data to Customers via the Partner Application or other transfer mechanism. By providing Partner Application Data to Customers, a Partner agrees to add the following to the definition of "Claim Against SFDC" as defined in the SPPA and any Distribution Agreement: "any claim, demand, suit or proceeding made or brought against SFDC by a third party arising from or related to Partner Application Data."
13. **Partner's Customer Configuration/Usage Data.** "Partner's Customer Configuration/Usage Data" means information stored in SFDC's systems about Customers' configuration and usage of Partner Applications. To the extent a Partner receives access to Partner's Customer Configuration/Usage Data in or from SFDC's systems, the Partner must notify the applicable Customers that Partner may receive such data from SFDC, and to that extent SFDC is not responsible for the privacy, security or integrity of Partner's Customer Configuration/Usage Data. To the extent a Partner distributes or otherwise makes available a Partner Application, the Partner shall maintain records of the Orgs (including Org ID numbers) and Users (or Realms and/or Storefronts, as applicable) that access the Partner Application and, upon request from SFDC, shall share such information with SFDC. To the extent a Partner or its Partner Application stores, processes, collects or transmits Partner's Customer Configuration/Usage Data, neither the Partner nor the Partner Application may, without appropriate prior Customer consent or except to the extent required by applicable law, (i) modify the content of Partner's Customer

Configuration/Usage Data in a manner that makes it inaccurate or misleading, (ii) disclose Partner's Customer Configuration/Usage Data to any third party other than the applicable Customer or SFDC, or (iii) use Partner's Customer Configuration/Usage Data except in connection with Partner's relationship with the applicable Customer. Partners shall maintain and handle all of Partner's Customer Configuration/Usage Data in accordance with privacy and security measures reasonably adequate to preserve its confidentiality and security and all Applicable Privacy Laws and Regulations. Notwithstanding the foregoing, for clarity, this paragraph does not restrict a Partner's use or disclosure of aggregated data containing Partner's Customer Configuration/Usage Data, provided no Customers are identified or identifiable through such aggregated data or through Partner's use of such aggregated data.

14. **Availability.** To the extent a Partner Application is not developed and operated on the Platform, Partners shall use commercially reasonable efforts to make the Partner Application available 99.95% of the time, where availability for each calendar quarter is calculated as follows:

$$\left[\frac{\text{total} - \text{non-excluded} - \text{excluded}}{\text{total} - \text{excluded}} * 100 \right] \geq 99.95\%$$

Where:

- (a) *total* means the total number of minutes for the quarter;
- (b) *non-excluded* means downtime that is not excluded;
- (c) *excluded* means the following:
 - (i) Any planned downtime of which Partner gives 24 hours or more notice to Partner's customers who are also Customers. Except in urgent circumstances (such as, for example, a security threat or imminent or actual system failure), Partner will schedule all planned downtime during the weekend hours from 9:00 p.m. Friday, Pacific Time, through 3:00 a.m. Monday, Pacific Time;
 - (ii) Any unavailability caused by SFDC (e.g., by the Platform or Platform API); and
 - (iii) Any unavailability caused by circumstances beyond Partner's reasonable control, including without limitation, acts of God, acts of government, flood, fire, earthquakes, civil unrest, acts of terror, strikes or other labor problems (other than those involving Partner's employees)