



CUSTOMER 360 DATA MODEL Privacy Overview

LEGEND:

Cloud Entity
API Name
User Key Attribute
• Other Attribute

Related Entity
API Name
User Key Attribute
• Other Attribute

Extended Related Entity
API Name
User Key Attribute
• Added Attribute

External Entity
API Name
User Key Attribute
• Other Attribute

Record Type Entity
RT: Record Type Name
User Key Attribute
• Other Attribute

Conceptual Entity
User Key Attribute
• Other Attribute

Supertype Entity
Subtype Entity

Parent-Child

Required

Optional

Many-to-Many

Extension

Mutually Exclusive

Detailed Salesforce notation for product data models can be found at: sfmc.co/ernotation

Privacy Consent

