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Salesforce Data Cloud Accredited Professional Exam Sample Questions (Q46-Q51):

NEW QUESTION # 46

To import campaign members into a campaign in CRM a user wants to export the segment to Amazon S3. The resulting file needs to include CRM Campaign ID in the name. How can this outcome be achieved?

- A. Include campaign identifier into the activation name
- B. **Include campaign identifier into the filename specification**
- C. Hard-code the campaign identifier as a new attribute in the campaign activation
- D. Include campaign identifier into the segment name

Answer: B

Explanation:

You can use the filename specification option in the Amazon S3 activation to customize the name of the file that is exported. You can use variables such as {campaignId} to include the CRM campaign ID in the file name.

References:https://help.salesforce.com/s/articleView?id=sfc360_a_data_cloud_amazon_s3.htm&type=5

NEW QUESTION # 47

Which two statements are true about using consent API and exercising right to be forgotten?

- A. Data Deletion requests are submitted for Individual profiles
- B. Data Deletion requests are reprocessed at 30, 60, and 90 days
- C. Data Deletion requests are processed within 1 hour
- D. Data deletion requests submitted to Data Cloud are passed to all connected Salesforce Clouds

Answer: A,B

Explanation:

Explanation

These two statements are true about using consent API and exercising right to be forgotten. Data deletion requests are reprocessed at regular intervals to ensure that any new data related to the individual is deleted.

Data deletion requests are submitted for individual profiles that represent unique identities in Data Cloud.

References:https://help.salesforce.com/s/articleView?id=sfc360_a_data_cloud_consent_api.htm&type=5

NEW QUESTION # 48

Every day, Northern Trail Outfitters (NTO) uploads a summary of the last 24 hours of store transactions to a new file in an Amazon S3 bucket, and files older than 7 days are automatically deleted. Each file contains a timestamp in a standardized naming convention. What should a consultant consider when ingesting this data stream?

- A. Ensure the refresh mode is set to "Full Refresh" and "Refresh only new files" is selected
- B. Ensure the refresh mode is set to "Upsert" and "Refresh only new files" is selected
- C. Ensure the refresh mode is set to "Full Refresh" and the filename contains a wildcard to accommodate the timestamp
- D. Advise NTO to change their processes: this configuration is not supported

Answer: B

Explanation:

Explanation

This configuration will ensure that Data Cloud only ingests new files from the Amazon S3 bucket and updates or inserts new records into the data stream without deleting existing records.

References:https://help.salesforce.com/s/articleView?id=sfc360_a_data_cloud_amazon_s3.htm&type=5

NEW QUESTION # 49

What are the two distinct phases of data model management in Data Cloud?

- A. Data Modeling
- B. Data Activation
- C. Data Actions
- D. Data Ingestion

Answer: A,D

Explanation:

Explanation

These two phases are distinct phases of data model management in Data Cloud. Data ingestion is the process of bringing data from different sources into Data Cloud using connectors or APIs. Data modeling is the process of mapping the ingested data to the Data Cloud canonical model or creating custom data model objects.

References:https://help.salesforce.com/s/articleView?id=sfc360_a_data_cloud_data_model.htm&type=5

NEW QUESTION # 50

A consultant is preparing to implement Data Cloud.

Which ethic should the consultant adhere to regarding customer data?

- A. Collect and use all of the data to create more personalized experiences.
- B. Carefully consider asking for sensitive data such as age, gender, or ethnicity.
- C. Allow senior leaders in the firm to access customer data for audit purposes.
- D. Map sensitive data to the same DMO for ease of deletion.

Answer: B

Explanation:

When implementing Data Cloud, the consultant should adhere to ethical practices regarding customer data, particularly by carefully considering the collection and use of sensitive data such as age, gender, or ethnicity.

Here's why:

Understanding Ethical Considerations

Collecting and using customer data comes with significant ethical responsibilities, especially when dealing with sensitive information. The consultant must ensure compliance with privacy regulations (e.g., GDPR, CCPA) and uphold ethical standards to protect customer trust.

Why Carefully Consider Sensitive Data?

Privacy and Trust :

Collecting sensitive data (e.g., age, gender, ethnicity) can raise privacy concerns and erode customer trust if not handled appropriately.

Customers are increasingly aware of their data rights and expect transparency and accountability.

Regulatory Compliance :

Regulations like GDPR and CCPA impose strict requirements on the collection, storage, and use of sensitive data.

Careful consideration ensures compliance and avoids potential legal issues.

Other Options Are Less Suitable :

A). Allow senior leaders in the firm to access customer data for audit purposes : While audits are important, unrestricted access to sensitive data is unethical and violates privacy principles.

B). Collect and use all of the data to create more personalized experiences : Collecting all data without regard for sensitivity is unethical and risks violating privacy regulations.

C). Map sensitive data to the same DMO for ease of deletion : While mapping data for deletion is a good practice, it does not address the ethical considerations of collecting sensitive data in the first place.

Steps to Ensure Ethical Practices

Step 1: Evaluate Necessity

Assess whether sensitive data is truly necessary for achieving business objectives.

Step 2: Obtain Explicit Consent

If sensitive data is required, obtain explicit consent from customers and provide clear explanations of how the data will be used.

Step 3: Minimize Data Collection

Limit the collection of sensitive data to only what is essential and anonymize or pseudonymize data where possible.

Step 4: Implement Security Measures

Use encryption, access controls, and other security measures to protect sensitive data.

Conclusion

The consultant should carefully consider asking for sensitive data such as age, gender, or ethnicity to uphold ethical standards, maintain customer trust, and ensure regulatory compliance.

NEW QUESTION # 51

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