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Salesforce Data Cloud Accredited Professional Exam Sample Questions (Q23-Q28):

NEW QUESTION # 23

What is the relationship between Individual and Contact Point Objects?

- A. 1:1
- **B. 1: Many**
- C. None of the above
- D. Many: Many

Answer: B

Explanation:

The relationship between Individual and Contact Point Objects is 1 : Many. This means that one Individual can have many Contact Points, such as email addresses, phone numbers, or postal addresses, but each Contact Point can only belong to one Individual.
Reference: Data Model Overview

NEW QUESTION # 24

A consultant is preparing to implement Data Cloud.

Which ethic should the consultant adhere to regarding customer data?

- **A. Carefully consider asking for sensitive data such as age, gender, or ethnicity.**
- B. Collect and use all of the data to create more personalized experiences.
- 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: A

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 # 25

What component of Calculated Insights can be included as attribute data in an activation?

- **A. Dimensions**
- B. Metrics
- C. Metrics and Dimensions
- D. Filters

Answer: A

Explanation:

Dimensions are attributes that can be used to group or filter data in calculated insights. You can include dimensions as attribute data in an activation by selecting them from the available attributes list. References:

https://help.salesforce.com/s/articleView?id=sfc360_a_data_cloud_calculated_insights.htm&type=5

NEW QUESTION # 26

How does an administrator increase the consolidation rate for Identity Resolution?

- A. Change all reconciliation rules to Source Sequence
- **B. Reduce the number of matching rules**
- C. Change the Ignore Empty Value option
- D. Add more matching rules to broaden the search for matches

Answer: B

Explanation:

Reducing the number of matching rules can increase the consolidation rate for Identity Resolution, because it reduces the chances of finding multiple matches for the same individual. Matching rules tell Data Cloud which profiles to unify during the identity resolution process. If there are too many matching rules, Data Cloud might find more than one match for a given profile, resulting in a lower consolidation rate.

References: Identity Resolution Match Rules

NEW QUESTION # 27

A consultant at Northern Trail Outfitters is attempting to ingest a field from the Contact object in Salesforce CRM that contains both yyyy-mm-dd and yyyy-mm-dd hh:mm:ss values. The target field is set to Date datatype.

Which statement is true in this situation?

- A. The target field will only hold the time part and ignore the date part.
- **B. The target field will only hold the date part and ignore the time part.**
- C. The target field will throw an error and store null values.
- D. The target field will be able to hold both types of values.

Answer: B

Explanation:

Field Data Types: Salesforce CRM's Contact object fields can store data in various formats. When ingesting data into Salesforce Data Cloud, the target field's data type determines how the data is processed and stored.

Date Data Type: If the target field in Data Cloud is set to Date data type, it is designed to store date values without time information.

Mixed Format Values: When ingesting a field containing both date (yyyy-mm-dd) and datetime (yyyy-mm-dd hh:mm:ss) values into a Date data type field:

The Date field will extract and store only the date part (yyyy-mm-dd), ignoring the time part (hh:mm:ss).

Result:

Date Values: yyyy-mm-dd values are stored as-is.

Datetime Values: yyyy-mm-dd hh:mm:ss values are truncated to yyyy-mm-dd, and the time component is ignored.

References:

Salesforce Data Cloud Field Mapping

Salesforce Data Types

NEW QUESTION # 28

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