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Salesforce Certified Data Cloud Consultant Sample Questions (Q89-Q94):

NEW QUESTION # 89

How does Data Cloud handle an individual's Right to be Forgotten?

- A. Deletes the specified Individual and records from any data model object/data lake object related to the Individual.
- B. Deletes the records from all data source objects, and any downstream data model objects are updated at the next scheduled ingestion
- C. Deletes the specified Individual record and its Unified Individual Link record.
- D. Deletes the specified Individual and records from any data source object mapped to the Individual data model object.

Answer: A

Explanation:

Data Cloud handles an individual's Right to be Forgotten by deleting the specified Individual and records from any data model object/data lake object related to the Individual. This means that Data Cloud removes all the data associated with the individual from the data space, including the data from the source objects, the unified individual profile, and any related objects. Data Cloud also deletes the Unified Individual Link record that links the individual to the source records. Data Cloud uses the Consent API to process the Right to be Forgotten requests, which are reprocessed at 30, 60, and 90 days to ensure a full deletion.

The other options are not correct descriptions of how Data Cloud handles an individual's Right to be Forgotten. Data Cloud does not delete the records from all data source objects, as this would affect the data integrity and availability of the source systems. Data Cloud also does not delete only the specified Individual record and its Unified Individual Link record, as this would leave the source records and the related records intact. Data Cloud also does not delete only the specified Individual and records from any data source object mapped to the Individual data model object, as this would leave the related records intact.

References:

- * Requesting Data Deletion or Right to Be Forgotten
- * Data Deletion for Data Cloud
- * Use the Consent API with Data Cloud
- * Data and Identity in Data Cloud

NEW QUESTION # 90

Which two common use cases can be addressed with Data Cloud?

Choose 2 answers

- A. Harmonize data from multiple sources with a standardized and extendable data model.
- B. Safeguard critical business data by serving as a centralized system for backup and disaster recovery.
- C. Govern enterprise data lifecycle through a centralized set of policies and processes.
- D. Understand and act upon customer data to drive more relevant experiences.

Answer: A,D

Explanation:

Data Cloud is a data platform that can help customers connect, prepare, harmonize, unify, query, analyze, and act on their data across various Salesforce and external sources. Some of the common use cases that can be addressed with Data Cloud are:

Understand and act upon customer data to drive more relevant experiences. Data Cloud can help customers gain a 360-degree view of their customers by unifying data from different sources and resolving identities across channels. Data Cloud can also help customers segment their audiences, create personalized experiences, and activate data in any channel using insights and AI.

Harmonize data from multiple sources with a standardized and extendable data model. Data Cloud can help customers transform and cleanse their data before using it, and map it to a common data model that can be extended and customized. Data Cloud can also help customers create calculated insights and related attributes to enrich their data and optimize identity resolution.

The other two options are not common use cases for Data Cloud. Data Cloud does not provide data governance or backup and disaster recovery features, as these are typically handled by other Salesforce or external solutions.

Learn How Data Cloud Works

About Salesforce Data Cloud

Discover Use Cases for the Platform

Understand Common Data Analysis Use Cases

NEW QUESTION # 91

A bank collects customer data for its loan applicants and high net worth customers. A customer can be both a loan applicant and a high net worth customer, resulting in duplicate data.

How should a consultant ingest and map this data in Data Cloud?

- A. Ingest the data into two DLOs and then map to two custom DMOs.
- B. Use a data transform to consolidate the data into one DLO and then map it to the individual and Contact Point Email

DMOs.

- C. Ingest the data into one DLO and then map to one custom DMO.
- D. Ingest the data into two DLOs and map each to the individual and Contact point Email DMOs.

Answer: D

Explanation:

To handle duplicate data for customers who are both loan applicants and high net worth individuals, the consultant should ingest the data into two separate Data Lake Objects (DLOs) and map them to the Individual and Contact Point Email Data Model Objects (DMOs). Here's why and how this works:

Understanding the Problem :

Customers may exist in both datasets (loan applicants and high net worth individuals), leading to potential duplication.

To avoid redundancy while maintaining data integrity, the data must be ingested and mapped carefully.

Why Two DLOs?

By ingesting the data into two DLOs, you can maintain separation between the two datasets while still leveraging shared attributes (e.g., email addresses).

Mapping both DLOs to the Individual and Contact Point Email DMOs ensures that identity resolution can consolidate duplicate records based on shared identifiers like email.

Steps to Implement This Solution :

Step 1: Create two DLOs—one for loan applicants and another for high net worth customers.

Step 2: Map both DLOs to the Individual DMO to consolidate customer profiles.

Step 3: Map the email fields from both DLOs to the Contact Point Email DMO to enable identity resolution based on email addresses.

Step 4: Configure identity resolution rules to merge duplicate records based on shared attributes like email.

Why Not Other Options?

A . Use a data transform to consolidate the data into one DLO: Consolidating into a single DLO before mapping would lose the distinction between the two datasets and make it harder to manage updates or changes.

C . Ingest the data into two DLOs and then map to two custom DMOs: Creating custom DMOs is unnecessary complexity when the standard Individual and Contact Point Email DMOs can handle this scenario.

D . Ingest the data into one DLO and then map to one custom DMO: Using a single DLO would result in data loss or confusion, as the distinction between loan applicants and high net worth customers would be lost.

By using two DLOs and mapping them to the standard DMOs, the consultant ensures clean data ingestion and effective identity resolution.

NEW QUESTION # 92

A consultant is discussing the benefits of Data Cloud with a customer that has multiple disjointed data sources.

Which two functional areas should the consultant highlight in relation to managing customer data?

Choose 2 answers

- A. Unified Profiles
- B. Data Harmonization
- C. Data Marketplace
- D. Master Data Management

Answer: A,B

Explanation:

Data Cloud is an open and extensible data platform that enables smarter, more efficient AI with secure access to first-party and industry data1. Two functional areas that the consultant should highlight in relation to managing customer data are:

Data Harmonization: Data Cloud harmonizes data from multiple sources and formats into a common schema, enabling a single source of truth for customer data1. Data Cloud also applies data quality rules and transformations to ensure data accuracy and consistency.

Unified Profiles: Data Cloud creates unified profiles of customers and prospects by linking data across different identifiers, such as email, phone, cookie, and device ID1. Unified profiles provide a holistic view of customer behavior, preferences, and interactions across channels and touchpoints. The other options are not correct because:

Master Data Management: Master Data Management (MDM) is a process of creating and maintaining a single, consistent, and trusted source of master data, such as product, customer, supplier, or location data.

Data Cloud does not provide MDM functionality, but it can integrate with MDM solutions to enrich customer data.

Data Marketplace: Data Marketplace is a feature of Data Cloud that allows users to discover, access, and activate data from third-party providers, such as demographic, behavioral, and intent data. Data Marketplace is not a functional area related to managing

customer data, but rather a source of external data that can enhance customer data. References:

Salesforce Data Cloud

[Data Harmonization for Data Cloud]

[Unified Profiles for Data Cloud]

[What is Master Data Management?]

[Integrate Data Cloud with Master Data Management]

[Data Marketplace for Data Cloud]

NEW QUESTION # 93

Which statement about Data Cloud's Web and Mobile Application Connector is true?

- A. A standard schema containing event, profile, and transaction data is created at the time the connector is configured.
- B. The connector schema can be updated to delete an existing field.
- C. Any data streams associated with the connector will be automatically deleted upon deleting the app from Data Cloud Setup.
- **D. The Tenant Specific Endpoint is auto-generated in Data Cloud when setting the connector.**

Answer: D

Explanation:

The Web and Mobile Application Connector allows you to ingest data from your websites and mobile apps into Data Cloud. To use this connector, you need to set up a Tenant Specific Endpoint (TSE) in Data Cloud, which is a unique URL that identifies your Data Cloud org. The TSE is auto-generated when you create a connector app in Data Cloud Setup. You can then use the TSE to configure the SDKs for your websites and mobile apps, which will send data to Data Cloud through the TSE. Reference: Web and Mobile Application Connector, Connect Your Websites and Mobile Apps, Create a Web or Mobile App Data Stream

NEW QUESTION # 94

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