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**How the Salesforce MFA Requirement Affects Your Customers**

The global threat landscape is constantly evolving, and the types of attacks that can cripple a business and exploit consumers are on the rise. To combat this reality, a key part of a strong security strategy is safeguarding access to your customers’ user accounts. On their own, usernames and passwords aren’t sufficient protection against cyberattacks anymore. **Which is why Salesforce has instituted a contractual requirement for all customers to use multi-factor authentication (MFA) when accessing Salesforce orgs (including partner solutions) via direct logins with a username and password and single sign-on (SSO)**. For MFA requirement details and policies, see the [Salesforce Multi-Factor Authentication FAQ](https://help.salesforce.com/s/articleView?id=000388806&type=1).

The contractual requirement went into effect on February 1, 2022, and customers should now be using MFA for their Salesforce orgs. To help customers satisfy the MFA requirement, MFA is a default part of the direct login process when new Salesforce production orgs are created. Ensure your customers’ users are prepared because they’re prompted to log in with MFA from the moment their production org goes live. See [Everything You Need to Know About Multi-Factor Authentication for Salesforce Orgs](https://help.salesforce.com/s/articleView?id=000389361&type=1) for full guidance.

**Salesforce OEM Partners**: As Salesforce doesn’t communicate with your customers, please plan on giving them advance notice about the MFA requirement and guidance on how to be ready for MFA when their production orgs go live. For notification email templates, see “MFA Comms Email Templates-Partners.docx” in the MFA Rollout Pack.

Salesforce granted MFA requirement extensions to all customers of Salesforce OEM Partners, and to service providers or customers of service providers who asked Salesforce for help with a solution to the Partner Admin Shared Login use case. Salesforce announced the solution to this use case on October 13, 2022, and all partner extensions expired on November 15, 2023. For full details, see [How to Satisfy the MFA Requirement for the Partner Admin Shared Login Use Case](https://help.salesforce.com/s/articleView?id=000388982&type=1).