

# Breeze by HubSpot Implementation

## Growth Cohort | Session 4

**Please put in the Chat as you roll in:**

1. Where are you from?
2. What are you hoping to accomplish through these sessions?

**Please mute yourself**

# DISCLAIMER

This cohort is for informational purposes only and does not constitute legal advice; Growth Operations Firm is not liable for any actions you take within your HubSpot portal, and implementing any tools or strategies discussed is at your own discretion and risk—please consult with your own professional advisors before making decisions.

## ***Instructors***



Christopher Nault  
**CEO @ Growth**



Richard Walsh  
**Senior Marketing Ops & AI  
@ Growth**



Zachary Swetz  
**Breeze Lead Product Manager  
HubSpot**

# COHORT SCHEDULE

- Session 1: Introduction to Breeze AI

Wednesday, Nov 6th 9am PT / 12pm ET

- Session 2: Hands-On with Breeze Tools

Wednesday, Nov 20th 9am PT / 12pm ET

- Session 3: Maximizing Efficiency

Wednesday, Dec 4th 9am PT / 12pm ET

- **Session 4: Compliance & Best Practices** 

Wednesday, Dec 18th 9am PT / 12pm ET

## Session 4

- Admin & Recap of Session 3
- Importance of Data Privacy
- Intro to Legal & Compliance
- Ethical AI Best Practices
- Q&A

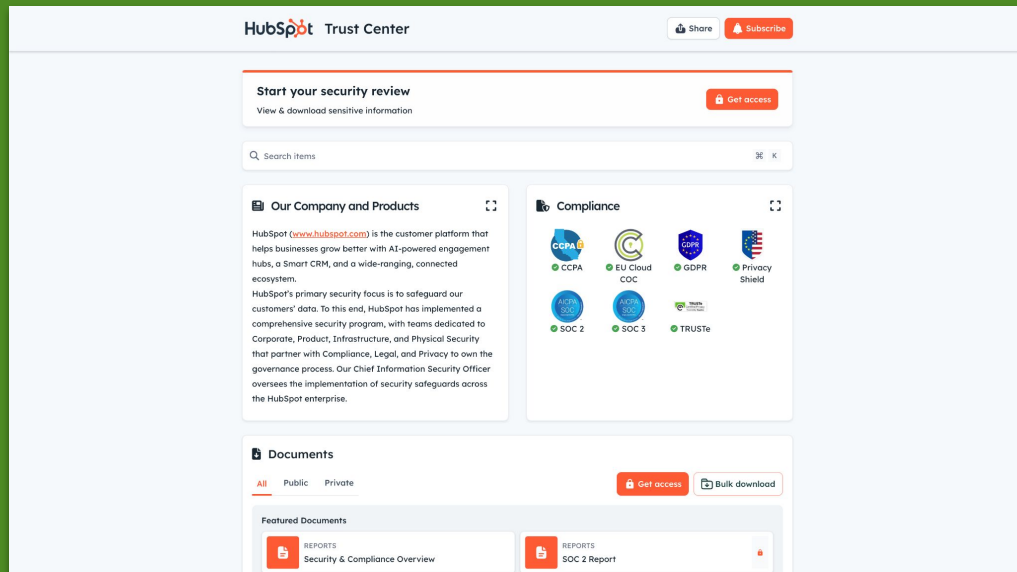
## REMINDER

To leverage Breeze Agents, you need to setup your AI Datasources  
(located in the Settings area)

# Important Resources

## HubSpot Resources

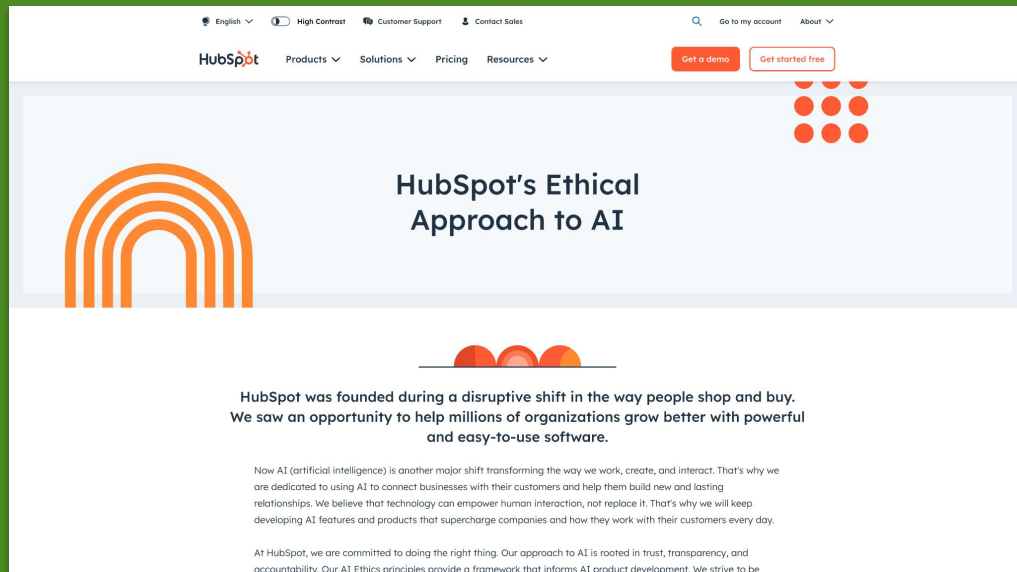
- **HubSpot Trust Center**
- HubSpot's AI Ethics Policy
- Breeze AI Cards
- HubSpot Privacy Page





## HubSpot Resources

- HubSpot Trust Center
- **HubSpot's AI Ethics Policy**
- Breeze AI Cards
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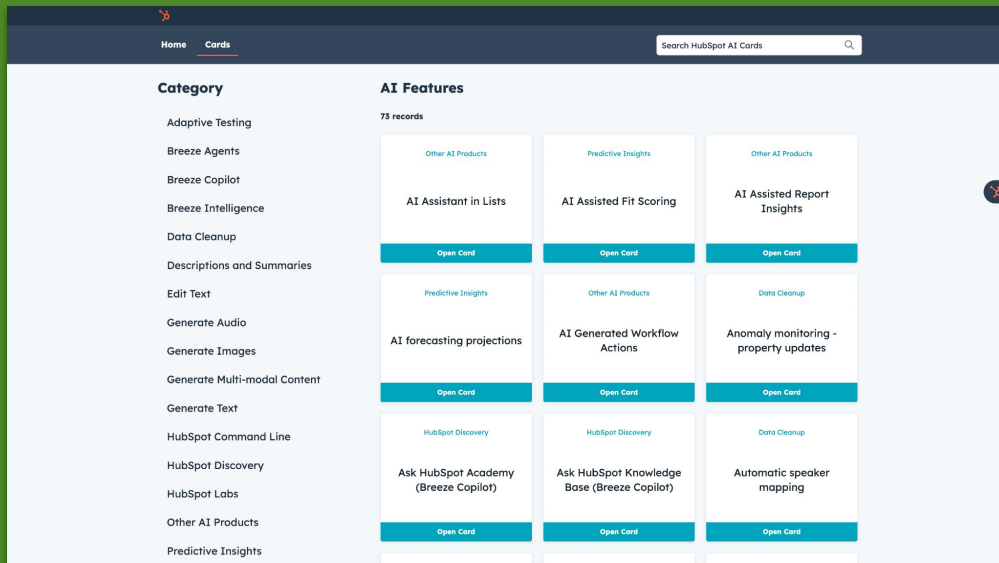


<https://www.hubspot.com/ai-ethics>

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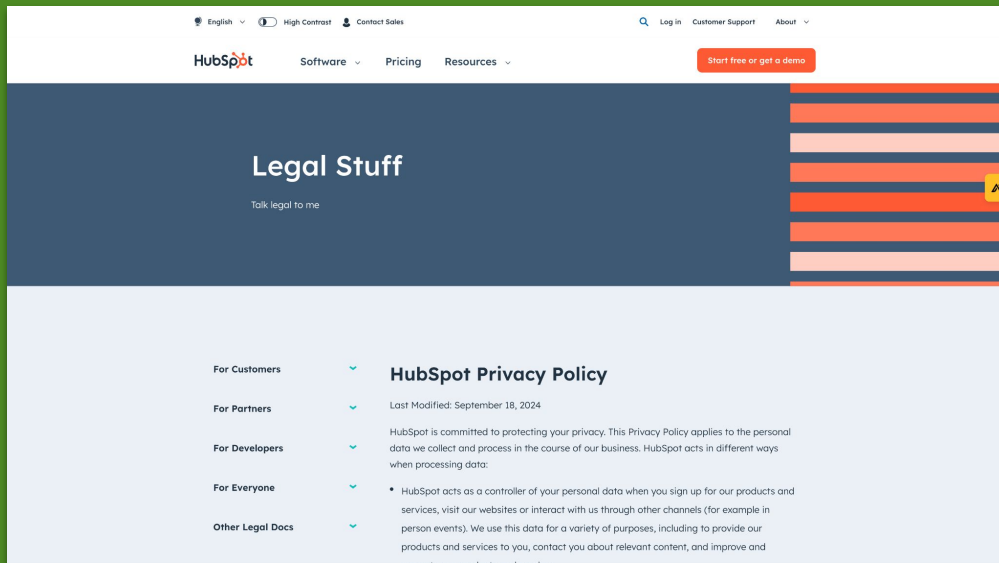
## HubSpot Resources

- HubSpot Trust Center
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## HubSpot Resources

- HubSpot Trust Center
- HubSpot's AI Ethics Policy
- Breeze Resource Page
- **HubSpot Privacy Page**



<https://legal.hubspot.com/privacy-policy>

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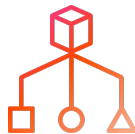
# Importance of Data Privacy

✦ **Breeze** is rooted in trust, transparency, and accountability.



### Safe and trustworthy

- 3<sup>rd</sup> party models are not trained on your data
- Aligned with relevant laws, regulations, and industry standards
- Data is protected with encryption and access control



### Optimized for business

- Uses a variety of well vetted models
- Automatic updates to the latest, greatest, safest



### Keeping you in control

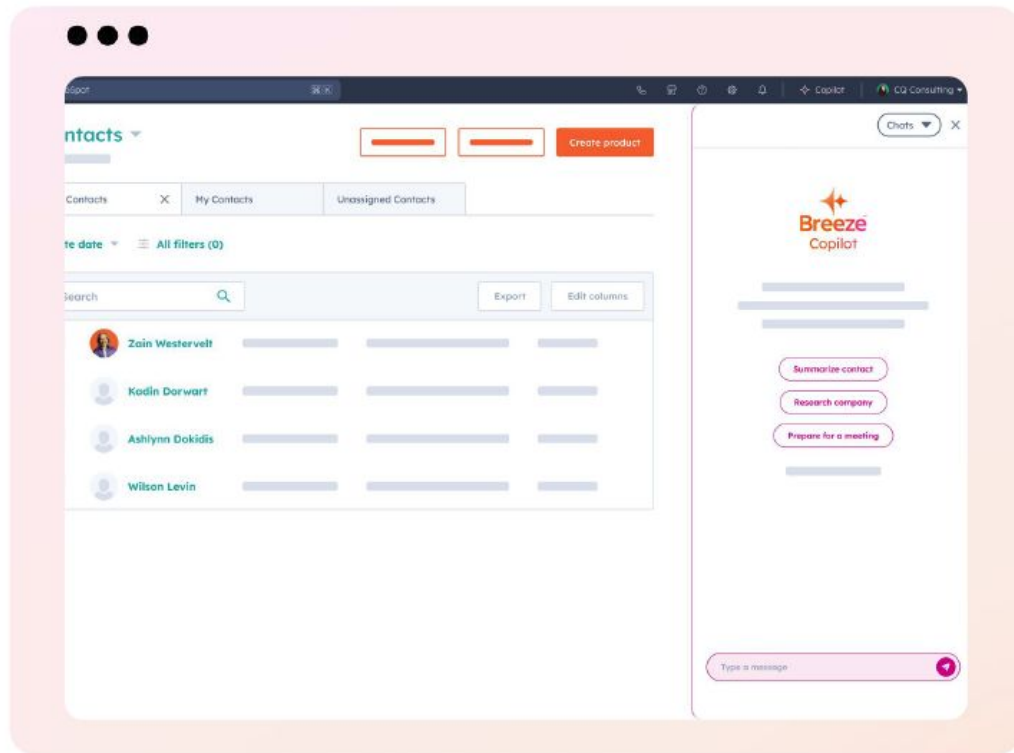
- Settings to control use of certain AI products
- Opt-in to specific features and opt-out of HubSpot model training
- User-level permissions

# Intro to Legal & Compliance



# Breeze Copilot

Breeze Copilot is a virtual assistant that *works with you* everywhere you go in HubSpot.



**Breeze Copilot**

**When using Breeze Copilot, does my data get processed in or transferred to the US by HubSpot?**



**Breeze Copilot**

**Can we use Breeze Copilot but opt out of our customer data  
being used to train AI models?**

**Breeze Copilot**

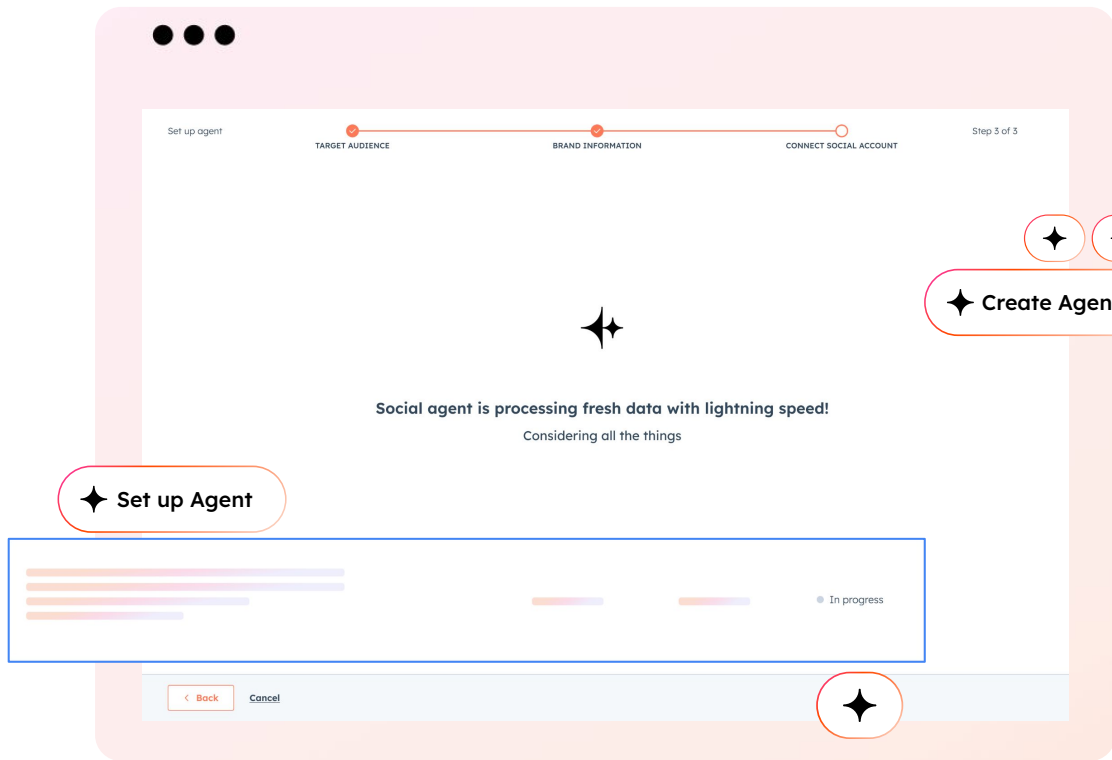
**Can we opt out of our prompts and inputs being used for training?**



# Breeze Agents

Breeze Agents are designed to automate manual tasks and *work **for** you*, so you can focus on more strategic works

- ✦ Breeze Agents **automate tasks**
- ✦ Breeze Agents are **available 24/7**
- ✦ Breeze Agents **add valuable expertise**



## Breeze Agents

**When using Breeze Agents, is there any difference in how our data is processed compared to when we use Breeze Copilot?**

**Breeze Agents**

**Do the same opt outs apply to Breeze Agents?**

## Breeze Agents

**When using Breeze Agents, do my opt-out preferences flow down to HubSpot's in-product vendors such as Open AI? Will Open AI honor our opt-out selection?**



# Breeze Intelligence

Breeze Intelligence **enriches** customer data and enables you to **understand** buyer intent.

- ✦ **40+ attributes**, continuously refreshed
- ✦ **200M+ buyer and company profiles**
- ✦ **Automatically enrich** companies and contacts once added to HubSpot
- ✦ Bulk enrich actions
- ✦ Enrichment settings



The screenshot displays the Breeze Intelligence interface within a HubSpot environment. The main header shows 'Viva Dynamics' with a profile icon and a list of five dots. Below this, the 'About this company' section is visible. The central panel is titled 'Intelligence' and shows a notification: 'Breeze Intelligence has enrichment data on 11 properties for Viva Dynamics.' with an '+ Enrich' button. Below the notification is a table with columns: Employees (1001), Type (Public), Annual revenue (\$100M), Raised (\$2M), Ticker (NTRL), and Market Cap (\$11B). To the right of the table are social media icons for LinkedIn, YouTube, and Facebook. Below the table, the company's address is listed: 'San Francisco, CA, United States', '25 Kearney Street', 'San Francisco, CA 94105'. The industry is 'Manufacturing'. The company description states: 'Viva Dynamics is a leader in the innovation, design and production of manufacturing goods across agriculture, automotive, healthcare, and consumer electronics industries. Combining advanced materials science and precision engineering, Viva Dynamics deliver bespoke solutions that enhance functionality and drive efficiency.' Below the description are tags for 'Industrial Design', 'Manufacturing', 'Healthcare', 'Automotive', 'Consumer Electronics', 'Design', 'Product Design', and 'Agriculture'. On the right side of the central panel, there is a 'Visitor activity last 30 days' section with a line graph showing 'Website visits' (12, up 54%) and 'Unique visitors' (4, up 120%). Below the graph, it shows 'Last seen' as 'Wednesday, May 8, 2:46pm UTC' and 'Top pages & paths' with a list of pages and their view counts: '/' (12 views), '/solutions/marketing' (6 views), and '/resources/ebooks/building-your-plg-motion' (5 views). The bottom section is titled 'Company information' and shows the 'Name' as 'Viva Dynamics'. On the right side of the interface, there are two sidebar sections: 'Leads' and 'Contacts', each with a list of items. Two red circles with black sparkle icons are overlaid on the interface: one in the top right corner near the 'Leads' section, and another in the bottom right corner near the 'Company information' section.

# **How is data enrichment provided by HubSpot compliant under privacy laws, particularly in the EU?**



**Do we have to share our data with HubSpot  
when using Breeze Intelligence?**

**Where is the available enrichment data  
stored by HubSpot? Is it in the US or the EU?**

# **What data does Breeze Intelligence collect, and how is it used?**

# Ethical AI Best Practices

## Best Practices

- **Transparency**
- Data Privacy and Protection
- Accountability
- User Consent and Control
- Fairness and Inclusivity
- Continuous Monitoring and Feedback
- Empowering Employees with AI Education and Training
- Transparent Communication About Internal AI Use

## Best Practices

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## WHAT DID WE LEARN TODAY?

- ✓ About Protecting Sensitive Customer Data
  - ✓ About Managing AI Tools Responsibly
    - ✓ About Ethical AI Best Practices
- ✓ Join the Slack Community for lots of help



Join the Slack Group | Scan the Code

# Q&A

Topic Ideas...

Questions about Data Storage?

Breeze Agents?

Experience so far with Breeze Intelligence? Enrichment?

Things that are working?

Things that are not?



**Join the Slack Group | Scan the Code**

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