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

GR⊕WTH

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.

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Instructors

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CEO @ Growth

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Breeze Lead Product Manager HubSpot

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- ## 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

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Session 4

- Admin & Recap of Session 3

- Importance of Data Privacy

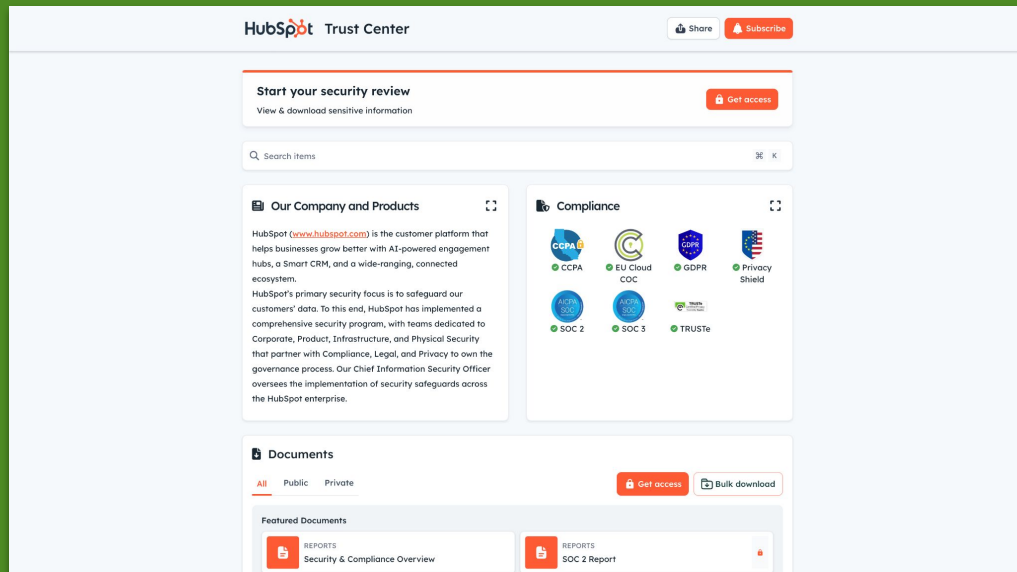- Intro to Legal & Compliance

- Ethical AI Best Practices

- Q&A

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REMINDER

To leverage Breeze Agents, you need to setup your AI Datasources

(located in the Settings area)
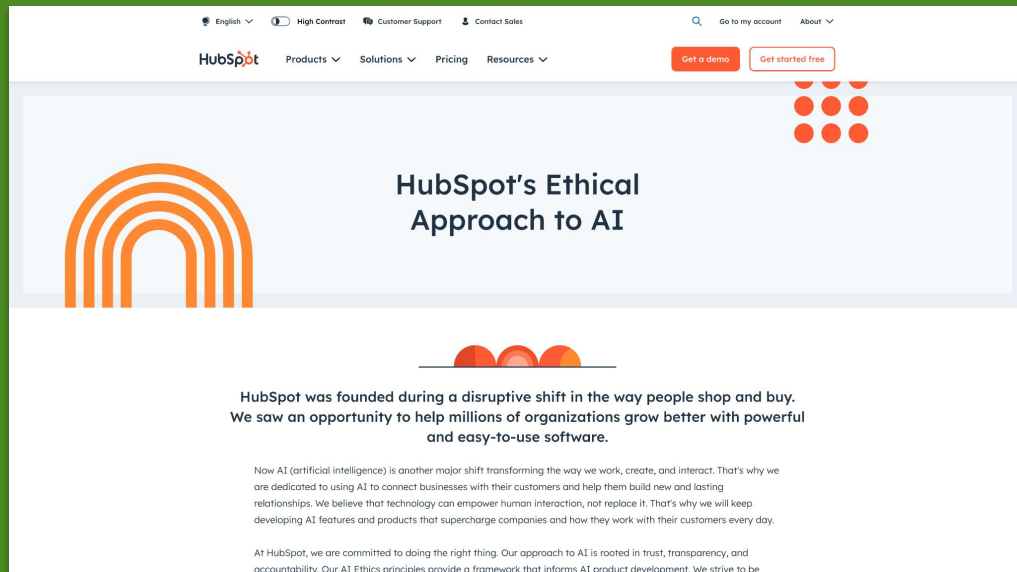
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Important Resources

HubSpot Resources

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

https://trust.hubspot.com/

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HubSpot Resources

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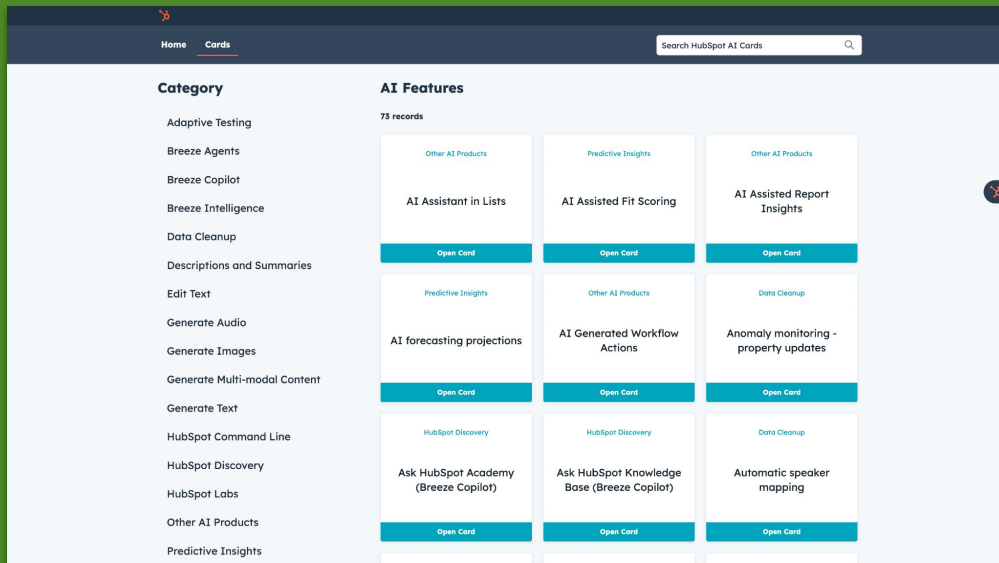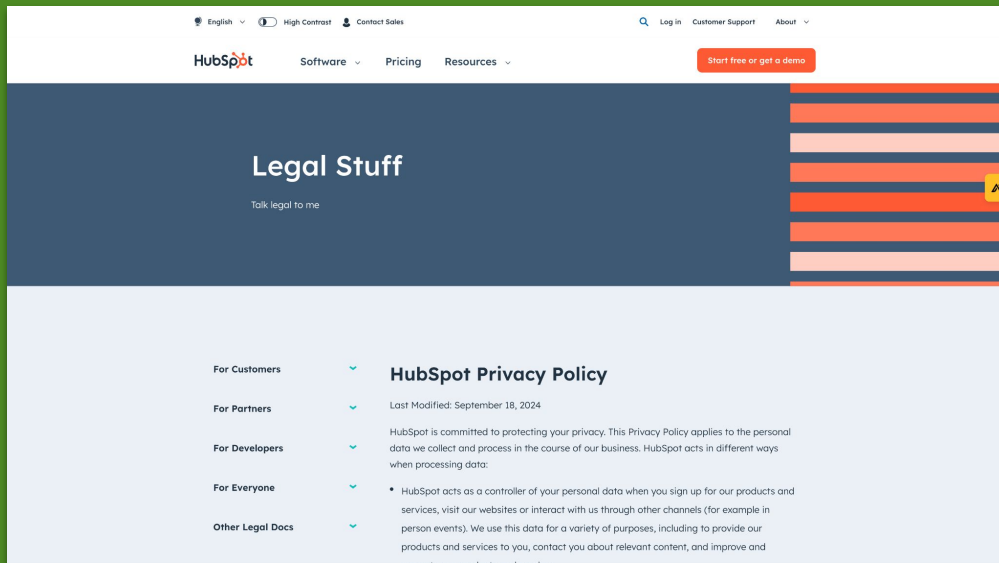https://www.hubspot.com/ai-ethics

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o HubSpot Trust Center

o HubSpot's AI Ethics Policy

o **Breeze AI Cards**

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HubSpot Resources

- HubSpot Trust Center
- HubSpot's AI Ethics Policy
- Breeze Resource Page
- **HubSpot Privacy Page**
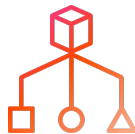
https://legal.hubspot.com/privacy-policy

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Importance of Data Privacy

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

Safe and trustworthy

- 3rd 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
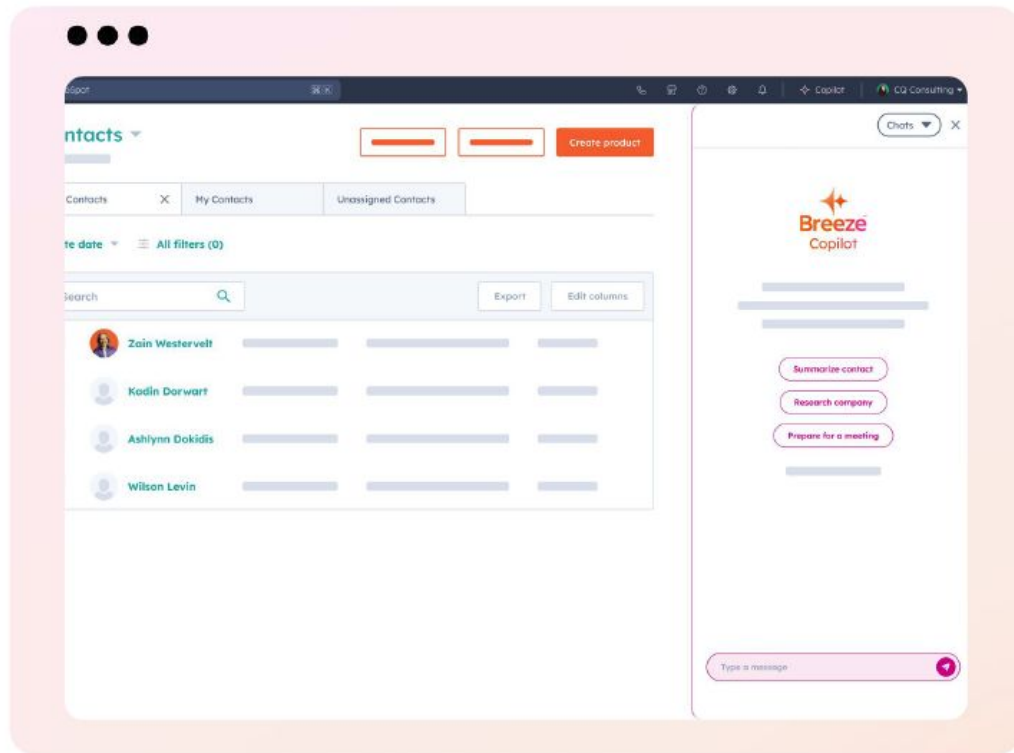- Automatic updates to the latest, greatest, safest

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

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Intro to Legal & Compliance

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Breeze **Copilot**

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

✦ Breeze

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

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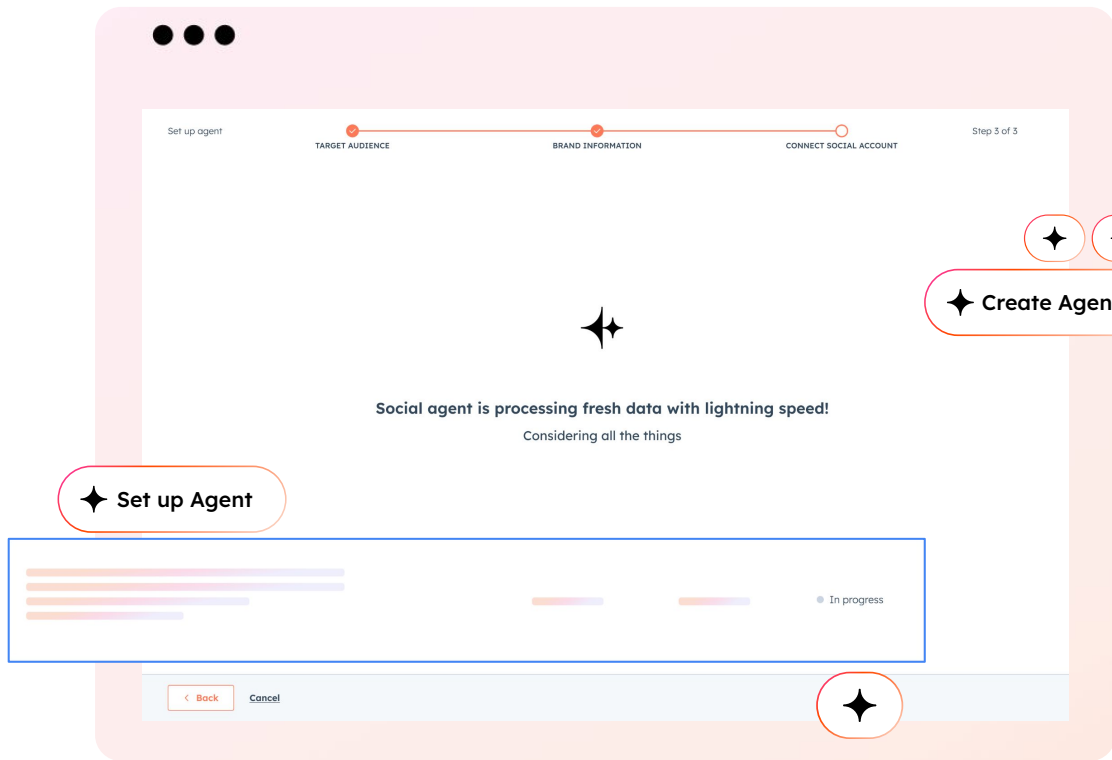
GR⊙WTH

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

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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

Set up agent

TARGET AUDIENCE · BRAND INFORMATION · CONNECT SOCIAL ACCOUNT

Step 3 of 3

✦ ✦

✦ Create Agent

✦

Social agent is processing fresh data with lightning speed!

Considering all the things

✦ Set up Agent

● In progress

‹ Back · Cancel

✦

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

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Do the same opt outs apply to Breeze Agents?

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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?

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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

✦ Breeze

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

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

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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?

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Ethical AI 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

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- Transparency

- **Data Privacy and Protection**

- Accountability

- User Consent and Control

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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

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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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