

Campaign Overview Guide: July Privacy, Security and Control

Target Audience:

Marketing/Sales Leaders, IT Department

Product Focus:

CRM Platform: SOC2 Type 2, GDPR, Two Factor Authentication, SSO, Governance

Campaign Theme: Your Business Runs on Trust, That's Why it Runs on HubSpot

When you trust your CRM platform is securing your customer data, you don't have to manually set up rigid guardrails for your teams -- HubSpot has you covered. Which means you can spend less time worrying about compliance, and more time building trust and creating a delightful customer experience.

Why it's hard today:

- There are a ton of compliance needs across job functions, global locations and more which can make it hard to keep up.
- Customers don't know whether they're doing everything they can be doing to keep data safe.
- As businesses scale, so does the risk.

How competitors get it wrong:

- When you combine or cobble together tools, each has a different standard for security or protocols for controlling data.
- Having too much data spread across various systems without a solid foundation leaves room for risk.

Why HubSpot Wins:

Founded on trust, HubSpot is an all-on-one CRM Platform crafted with data privacy, security, and control at its core. With a SOC 2 Type 2 report, GDPR features, governance, and more, HubSpot has everything you need for your customers' trust to scale with them.

- Compliance with Confidence: HubSpot is trusted by over 100,000 companies in over 120 different countries.
- Crafted not cobbled: HubSpot takes a forward-thinking approach to privacy and security. In fact, HubSpot doesn't build anything until there is a solid foundation of security that meets rigorous standards.
- With HubSpot, it's easy to control your customer data as you scale with permissions, partitioning, and new features like governance.

[Visit the Flywheel Campaign HQ for resources](#)

Improvements to Privacy & Security within HubSpot

EU Datacenter

All Net-New

With EU Data Center, new customers can store their data in the EU. This is HubSpot's first investment in regional data storage. For existing customers, migration is not currently available, but we are actively working on building the ability to migrate existing data to HubSpot's EU data center. Stay tuned on additional information regarding existing customer migrations.

 [Learn More](#)

SOC2 Type 2 and SOC3 Report

HubSpot has successfully undergone the SOC 2 Type 2 examination. We provide an overview of our current security practices at www.hubspot.com/security, which we hope you will find helpful in understanding our approach today. On that page, you'll also find a link to our SOC3 report confirming our SOC2 Type 2 examination status. HubSpot's TRUSTe certification for Enterprise Privacy & Data Governance Practices demonstrates HubSpot's compliance with industry standard data privacy and security practices.

Two Factor Authentication

Free+


With HubSpot, admins can require that two-factor authentication be enabled for all users logging into their HubSpot account. With two-factor authentication (2FA) enabled, logging in requires verification using a second device, such as your mobile phone.

 [Knowledge Base](#)

Single Sign-On

Enterprise

Let users sign in to HubSpot using single sign-on credentials, making it easy for them to log in while enhancing security and your control over who has access.

 [Knowledge Base](#)

GDPR Features

Free+

GDPR-compliant Deletion: Permanently deletes a contact rather than storing their information, in case they ever re-convert.

Lawful Basis Processing: We've overhauled our subscription setup to make "lawful basis to communicate" easy to track, including consent. You can track both opt-ins and opt-outs in HubSpot.

Consent and Cookies: Capture a visitor's consent for cookie tracking, and use different versions of the consent banner depending on page or regional needs.