



# Data Security, Privacy, and Control

**We believe successful companies are built on the foundation of trust.** With HubSpot's end-to-end approach to data security, privacy, and control, each product includes tools that empower your teams to achieve compliance with confidence and security infrastructure that keeps your data safe.



## HubSpot's Pillars of Trust



### Security

Retain data integrity and avoid cyber-hacks so your data, and your customer's data, stay safe.



### Privacy

Manage customer data and maintain trust through local policies committed to compliance.



### Control

Improve business operations with regulated user permissions built for efficiency and security.

## How does HubSpot practice this?

- Standard SSL certificate
- Single sign-on (SSO)
- Two-factor authentication
- Custom domain security settings
- Password-protected pages
- Memberships

- GDPR deletion
- Lawful basis processing
- Consent and cookies

- Field-level permissions
- User roles
- Hierarchical teams
- Partitioning
- Admin tools
- Data Sync

# What is SOC 2 Type 2? Why is it important?

**SOC 2 Type 2 is a report** that represents the most granular information HubSpot can offer to our customers around availability, confidentiality, and security. A SOC 2 Type 2 report assesses that controls are operating effectively over a specified period of time (a minimum of six months and typically twelve).

When requested, SOC 2 helps provide confidence in the integrity of the data HubSpot collects, as well as address possible questions relating to:

Product Infrastructure

Authentication and Authorization

Access Requests and Access Revocation

Network and Data Security

Media Handling and Disposal of Data

Change Management

Data Backup and Disaster Recovery

Incident Response

System Monitoring

Data Classification

Risk Assessment and Risk Management

Internal and External Communications

For more information on how to download HubSpot's SOC 2 Type 2 report, head to our [Security page](#).

## HubSpot's Privacy Policies

HubSpot approaches legalities with three segments in mind: our customers, our partners, and everyone else. Whether you use our products and services, are part of our partner program, or just browsing online, we have terms for you.

[Privacy Policy](#)

[GDPR Compliance](#)





# Frequently Asked Questions

## Where are HubSpot's data warehouses?

HubSpot's product infrastructure is hosted on Amazon Web Services (AWS) in the United States East region. As of July 19, 2021, net-new HubSpot customers will have the option to store their data in our new EU data center located in Frankfurt, Germany. Existing HubSpot customers will be eligible to migrate their data to the EU data center beginning in 2022.

## Does HubSpot have any SOC 2 reports?

Yes. HubSpot has a confidential SOC 2 Type 2 report attesting to the controls we have in place governing the availability, confidentiality, and security of customer data as they map to the TSPs. We are proud of the excellence of our controls and invite you to download a copy of our SOC 2 Type 2 report, as well as HubSpot's SOC 3 or penetration test reports at [hubspot.com/security](https://hubspot.com/security).

## Is HubSpot ISO 27001 certified?

While HubSpot is not currently ISO 27001 certified, our cloud infrastructure providers that HubSpot products are hosted on are ISO 27001 certified. The certified protections include dedicated security staff, strictly managed physical access control, and video surveillance. For more detail, read our [Cloud Infrastructure FAQ page](#).

## Is HubSpot provisioning/deprovisioning users by active directory or API?

HubSpot is not responsible for provisioning/deprovisioning users to their portals. This responsibility falls on the customer. For more information on user permissions, please read our knowledge base article on [adding and removing users](#).

## If a customer leaves HubSpot, who gets to keep their data?

Customer data is retained for as long as you remain an active customer. The HubSpot platform provides active customers with the tools to delete their data or export their data.

Former customers' data is removed from live databases upon a customer's written request or after an established period following the termination of all customer agreements. Freemium customers' data is purged when the portal is no longer actively used, and former paying customers' data is purged 90 days after all customer relationships are terminated.

## How does HubSpot ensure its customer's customer data is protected?

All sensitive interactions with the HubSpot products are encrypted in-transit with 1.2, or 1.3 and 2,048 bit keys or better. Transport layer security (TLS) is also available by default for customers who host their websites on the HubSpot platform.

HubSpot leverages several technologies to ensure stored data is encrypted at rest. The physical and virtualized hard drives used by HubSpot product server instances as well as long-term storage solutions like AWS S3 use AES-256 encryption.

