

INBOUND

AI Powered Growth: Move Fast Without Losing Control

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Sep 3

Agenda

1. Why AI Feels Hard
2. The 5 Questions that Matter
3. How We Handle This at HubSpot
4. Tips You Can Take With You



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Why AI Feels Hard

Why AI Feels Hard



The Pace of Innovation



The Rules are Missing
(or Evolving)



A Whole New
Vocabulary

The 5 Questions That Matter

5 Key Questions



Is my data
used to **train**
AI?



Is my data
safe?



Who can
access my
data?



When I
delete my
data, is it
really gone?



Will you help
me meet my
obligations?

How We Handle This at HubSpot

Clarity

You understand how your data is used and what your options are.



Control

You decide what happens with your data and what you're comfortable with.



Tips You Can Take With You

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