

INBOUND

AI Powered Growth: Move Fast Without Losing Control

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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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