

HubSpot Privacy Settings: Client Legal Review Guide

To turn on the privacy settings in HubSpot, there are several items that we need to get approved through your legal team to ensure that you're protected. These items will affect the following on your website:

- Accept or Decline Cookies banner on your website (this will appear on the first page of your website that a client visits and stay up until a client hits Accept or Decline).
- Disclaimers on forms so that people understand that you are collecting their information, and they have the right to ask for it to be deleted

Please note that HubSpot provides boilerplate privacy and consent language, but this language should not be treated as legal advice or a substitute for a company-specific privacy review. You should consult your attorney to confirm the appropriate Privacy Policy, consent language, cookie banner settings, form disclaimers, subscription consent, and process for responding to privacy rights requests. Legal review is especially important if you market to individuals, use tracking or advertising cookies, collect sensitive information, serve children, or have visitors from jurisdictions with specific privacy laws such as GDPR, UK GDPR, CCPA/CPRA, CASL, or similar regulations. We can help configure the available privacy settings in HubSpot, but we cannot provide legal advice or determine which legal requirements apply to your business.

Your attorney should confirm that the selected settings, disclosures, and consent approach are appropriate for your specific business and legal obligations. Legal review should also confirm that the website disclosures match your company's actual data practices, including what personal information is collected, why it is collected, who it is shared with, how long it is retained, and whether it is used for marketing, analytics, retargeting, personalization, profiling, or similar activities.

Your attorney should also review any third-party tools, pixels, scripts, plug-ins, or embedded content used on the website, including analytics tools, advertising pixels, retargeting tools, chat widgets, scheduling tools, embedded videos, forms, meeting links, and marketing workflows.

If your business sends marketing emails, newsletters, automated campaigns, or SMS/text messages, legal should confirm whether express opt-in consent is required, how consent will be documented, and how unsubscribe or opt-out requests will be honored.

Legal should also confirm how consent will be captured, stored, honored, withdrawn, and updated over time, including who within your organization is responsible for responding to privacy rights requests and within what timeframe those requests must be handled.

In addition, your attorney may need to review vendor terms, data processing agreements, subprocessors, cross-border data transfer requirements, and other U.S. state privacy laws that may apply based on your business operations and visitor locations.

(See "Go to Your Lawyer" Discussion Guide below)

Consent Options

These will be used anywhere you process and store personal data for contacts. This would include: forms, meeting links, unsubscribe links and cookie banners. This is the boilerplate text HubSpot has in the system and can be edited.

Legitimate Interest

[Company Name] needs the contact information you provide to us to contact you about our products and services. You may unsubscribe from these communications at any time. For information on how to unsubscribe, as well as our privacy practices and commitment to protecting your privacy, check out our Privacy Policy.

Privacy Policy

[Note: this does not take the place of your company's official Privacy Policy, which should be approved by your lawyer. This will refer and link to it]

You may unsubscribe from these communications at any time. For more information on how to unsubscribe, our privacy practices, and how we are committed to protecting and respecting your privacy, please review our Privacy Policy.

Consent to Communicate

You may unsubscribe from these communications at any time. For more information on how to unsubscribe, our privacy practices, and how we are committed to protecting and respecting your privacy, please review our Privacy Policy.

[This consent to communicate will be coupled with a checkbox that grants the consent. We will need to choose which subscription type it grants consent for in your portal]

Consent to Process Data

In order to provide you the content requested, we need to store and process your personal data. If you consent to us storing your personal data for this purpose, please tick the checkbox below.

[Checkbox text] I agree to allow [Company Name] to store and process my personal data.

Explicit Consent Content

By clicking Submit below, you consent to allow [Company Name] to store and process the personal information submitted above to provide you the content requested.

Website Cookie Banner options

[HubSpot gives you options](#) for what type of cookie banner consent you would like to use. Below are the available options:

Notify Visitors the Site Uses Cookies

The Notification consent banner informs visitors that your website uses HubSpot cookies. There is no option to opt in or out of cookie tracking with this banner type. Visitors can either accept or close the banner.

When you set up a [Notification banner](#), you can edit the description, button text, and [customize the appearance and location](#) of the banner.

Example text:

This website stores cookies on your computer. These cookies are used to improve your website experience and provide more personalized services to you, both on this website and through other media. To find out more about the cookies we use, please review our Privacy Policy.

[This notification banner defaults to an Accept button or an X to close the window]

Require Opt-in to Load Cookies

The Opt-in consent banner prevents HubSpot cookies from loading on a visitor's browser without their consent to be tracked. Visitors can either accept or decline. If the visitor accepts, HubSpot cookies will be dropped in the browser. If the visitor declines, HubSpot cookies will not be dropped.

When you set up an [Opt-in banner](#), you can require opt-in for all cookies or [by category](#). You can also edit the description, button text, and [customize the appearance and location](#) of the banner.

Example Text:

This website stores cookies on your computer. These cookies are used to improve your website experience and provide more personalized services to you, both on this website and through other media. To find out more about the cookies we use, see our Privacy Policy.

We won't track your information when you visit our site. But in order to comply with your preferences, we'll have to use just one tiny cookie so that you're not asked to make this choice again.

[Note: This notification banner gives an Accept and Decline button, and you can give categories for cookies as well]

Give Choice to Opt Out

The opt-out consent banner informs visitors that all HubSpot cookies are automatically loaded, but gives them the choice to opt out. If the visitor accepts, HubSpot cookies will be dropped in the browser. If the visitor declines, HubSpot cookies won't be dropped.

When you set up an [opt-out banner](#), you can allow opt-out for all cookies or [by category](#). You can also edit the description, button text, and [customize the appearance and location](#) of the banner.

Example Text:

This website stores cookies on your computer. These cookies are used to improve your website experience and provide more personalized services to you, both on this website and through other media. To find out more about the cookies we use, see our Privacy Policy.

If you decline, your information won't be tracked when you visit this website. A single cookie will be used in your browser to remember your preference not to be tracked.

[Note: This notification gives an Accept or Decline button, and you can add categories for cookies as well]

Display Cookies by Category

When you set up an opt-in or opt-out banner, you can give visitors the choice to view and control their HubSpot cookie settings by category. Adding this option includes a link in the banner that opens a list of cookie categories with consent settings for each.

To include this option, select the [Allow \[opt-in/opt-out\] by category checkbox](#) when setting up the banner.



About Cookies

This site uses cookies. We use cookies mainly to improve and analyze your experience on our websites and for marketing purposes. Because we respect your right to privacy, you can choose not to allow some types of cookies. Click on the different category headings to find out more and change your default settings. Blocking some types of cookies may negatively impact your experience on the site and limit the services we are able to provide.

> **Necessary**

Always active

> **Analytics**



> **Advertisement**



> **Functionality**



Accept All

Save settings

Other Options for Cookies

You can choose to display the cookie banner only on certain pages or to show based on the visitor's location or country.

Disclaimers on Forms

We will need to review all forms being used on your website and add the appropriate data privacy language. The text used will come from the consent options above, and we are seeking approval for the version of consent you want to use on your forms. ***Remember that all disclosures must match your company's actual data practices.***

Option 1: Consent Checkbox for Communications

BizzyWeb is committed to protecting and respecting your privacy, and we'll only use your personal information to administer your account and to provide the products and services you requested from us. From time to time, we would like to contact you about our products and services, as well as other content that may be of interest to you. If you consent to us contacting you for this purpose, please tick below to say how you would like us to contact you:

☐ I agree to receive other communications from BizzyWeb.

You may unsubscribe from these communications at any time. For more information on how to unsubscribe, our privacy practices, and how we are committed to protecting and respecting your privacy, please review our Privacy Policy.

By clicking submit below, you consent to allow BizzyWeb to store and process the personal information submitted above to provide you the content requested.

Option 2: Consent Checkboxes for Communications and Processing

BizzyWeb is committed to protecting and respecting your privacy, and we'll only use your personal information to administer your account and to provide the products and services you requested from us. From time to time, we would like to contact you about our products and services, as well as other content that may be of interest to you. If you consent to us contacting you for this purpose, please tick below to say how you would like us to contact you:

☐ I agree to receive other communications from BizzyWeb.

In order to provide you the content requested, we need to store and process your personal data. If you consent to us storing your personal data for this purpose, please tick the checkbox below.

☐ I agree to allow BizzyWeb to store and process my personal data. *

You may unsubscribe from these communications at any time. For more information on how to unsubscribe, our privacy practices, and how we are committed to protecting and respecting your privacy, please review our Privacy Policy.

Option 3: Legitimate Interest

BizzyWeb needs the contact information you provide to us to contact you about our products and services. You may unsubscribe from these communications at anytime. For information on how to unsubscribe, as well as our privacy practices and commitment to protecting your privacy, check out our Privacy Policy.

You have the option to select any of these options for your forms - and they can be different on different forms if you desire. We will also need to add this language on your meeting links if you are using them.

“Go to Your Lawyer” Discussion Guide

You should consult your attorney to confirm that their website privacy disclosures and consent language are appropriate for their business, audience, location, and data practices. At minimum, legal review should cover:

- **Privacy Policy** — This is the primary legal disclosure and should accurately describe what personal information you collect, how you use, share, store, and protect it, and how users may exercise their privacy rights.
- **Consent Options** — Your consent language for communications, data processing, legitimate interest, and unsubscribe rights should be reviewed because the correct approach depends on applicable law, the type of data collected, and the purpose of processing.
- **Cookie Banner Language and Settings** — These should also be reviewed, especially if your site uses analytics, advertising, tracking, retargeting, or third-party cookies.
- **Form Disclaimers** — These should be reviewed because forms are typically where personal information is collected directly, and the notice and consent language should align with your intended use of that information.
- **Subscription Types / Marketing Consent** — Your attorney should confirm whether express opt-in consent is required for marketing emails, newsletters, automated workflows, or SMS communications.
- **Data Deletion / Access Request Process** — You should understand how you will respond if someone asks to access, correct, delete, or opt out of the use of their personal information.
- **Children’s Data** — If you collect information from children or target children, this requires specific legal review.
- **International Visitors** — If you receive traffic from the EU, UK, Canada, California, or other regulated jurisdictions, your attorney should confirm whether GDPR, UK GDPR, CCPA/CPRA, CASL, or other privacy laws apply.

Helpful HubSpot Links

- [GDPR Compliance](#)
- [CCPA Compliance](#)
- [Data Privacy Glossary](#)
- [Understand Consent Banner Types](#)
- [HubSpot Consent Banner FAQs](#)
- [Manage Data Privacy Settings in Your HubSpot Account](#)