

| Airtable AI: Privacy and Security Overview

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Protecting customer data is core to Airtable. We take privacy and security into consideration in all aspects of the platform and supporting infrastructure, including in our new features powered by generative AI. In this guide, we answer the questions that you may have about Airtable AI, including details about the AI models we use, how data is accessed and stored, and what controls you have over the AI feature set.

| What is Airtable AI?

Airtable AI is a set of features built into the Airtable platform that leverage the power of large language models (LLMs) to help you streamline your workflows, automate manual work, and leverage new capabilities.

Airtable AI features give users the ability to summarize and categorize data, create formulas, generate drafts of content, translate text, and identify relevant linked records. Learn more about Airtable AI at airtable.com/ai.

| How does Airtable AI work?

Powered by large language models

Airtable AI uses large language models from AI vendors that include OpenAI and Anthropic. Customers on our Team and Business plans have access to models via Airtable AI, and we choose defaults for the AI requests based on the best performing models. Customers on the Enterprise Scale plan can choose to enable OpenAI's GPT models, Anthropic's Claude models, or both. None of the data you use with Airtable AI is retained by the model providers or hosts, and neither Airtable nor the model providers train models using your data.



Customizable to meet your workflow needs

Three of the AI features – generating with AI in the long text field, the AI action in Automations, and top matches in the linked record picker – are highly customizable. The AI field allows you to specify exactly what the prompt to the LLM will be, what data from your base will be included in the prompt, and what model you want to use. This gives you the flexibility to tailor the AI features to your exact workflow and use cases, and you can provide examples in your prompts to encourage the LLM to provide results that follow the unique format and tone of your organization. AI actions in Automations allow similar customizability. Top matches in the linked record picker allows you to specify which fields from the source table and linked record tables should be used to do the suggested matches.

Configuration of AI field

Product area

Long text

Enter multiple lines of text, or generate text with AI.

Enable rich text formatting ⓘ
Formatting options include checklists, hyperlinks, headers, code blocks, and more.

Generate text ⓘ **New** ⓘ
Use AI to generate content, summarize key points, categorize information, and more—all based on your own data.

You are a Product Manager at an Enterprise SaaS company Categorize the following customer feedback " A Customer feedback " into only one category:

- User Experience
- Performance and Reliability
- Integrations
- Security and Compliance
- Customer Support

A new version of this preview is available.

Not sure what to do? [Try a template.](#)

+ Add description

Configuration of top matches in linked record picker

Product gaps

Link to Product gaps

Link to records in the Product gaps table.

Allow linking to multiple records

Limit record selection to a view

Filter record selection by a condition ⓘ **New**

Use AI to show top matches when selecting a record ⓘ **New**

Use these fields in Feedback: 1 field

Use these fields in Product gaps: 3 fields ⓘ

For larger tables, it may take a few minutes. [Show embedding statistics \(dogfood only\)](#)

+ Add description

Find a field

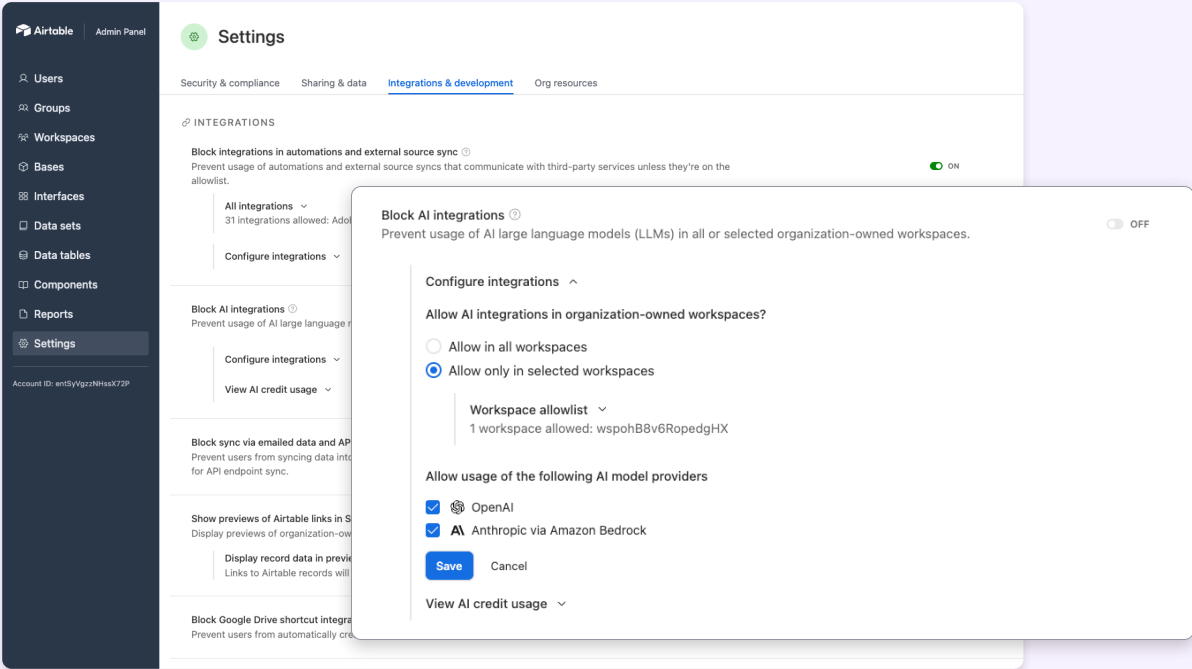
- A Product Gap
- Features
- Description of gap
- Key results
- Long description



Under your control

Airtable AI is a paid, opt-in feature that is only enabled if you purchase it and turn it on. Your Airtable admins can choose to enable this functionality for a specific set of workspaces or for all workspaces within your organization in the Admin Panel.

AI setting in Admin Panel

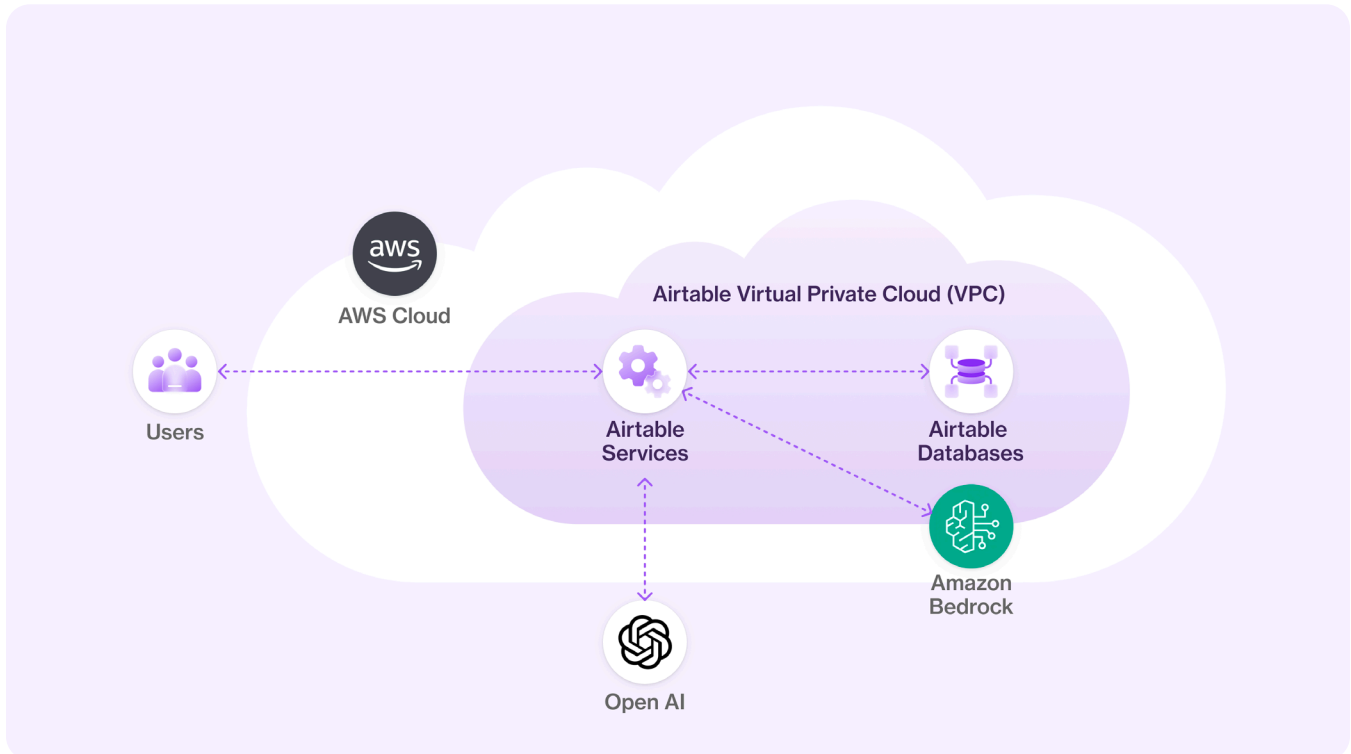


Users with Creator permissions can create new fields that use AI, such as the AI-enabled long text field or a linked record field with top matches. When using the AI-enabled long text field, all users will see messaging explaining that the content has been generated with AI, and can edit the content as they see fit. When using the linked record field with AI-generated top matches, users will see the AI icon to indicate that top matches are generated with AI, and they can choose from among the AI-suggested linked records or pick a different linked record.

Users with Creator permissions can also create new Automations that make a call to an LLM as one of the automation steps. The response from the LLM can be used flexibly in your workflow – saved to the base, written to a doc, sent in an email, and other options.



How does data flow with Airtable AI?



Airtable accesses the large language models of our supported AI vendors, OpenAI and Anthropic, differently. If OpenAI's models are enabled, requests and responses are transmitted to and from OpenAI servers and encrypted in transit. If Anthropic's models are enabled, requests and responses are encrypted in transit and remain within Airtable's Virtual Private Cloud (VPC). These requests are handled by Amazon Bedrock, a service in which large language models are hosted in the Amazon Web Services environment. Anthropic does not have access to any of the data used with Amazon Bedrock.

Customer data is not retained by any of our AI vendors and is not used for model training by Airtable or its AI vendors. This includes the input that is sent to the large language model (the prompt and the associated data) as well as the response returned from the model. As we expand the selection of models available via Airtable AI, we will ensure that all our model providers adhere to the same restrictions. For more information on our current vendors' policies, see [OpenAI Security Portal](#) and [AWS Security Documentation](#).



Frequently asked questions



Is my data retained by Airtable's AI vendors?

No. Customer data is not retained by Airtable's AI vendors.

Is my data ever used for model training?

No. Neither Airtable nor our vendors use customer data to train current or future models. Airtable has contractual safeguards through data protection agreements with our vendors to ensure that customer data is not used for model training.

Does Airtable AI provide fine-tuned models to make the LLM responses more specific to my organization?

While neither Airtable nor our vendors train or fine-tune models using customer data, you can use in-context learning (guidance via prompting) to improve the outputs of Airtable AI. This involves techniques such as providing examples in the prompt to get the LLM output to better match a particular tone, style, and/or format.

What will happen if Airtable adds support for a new AI vendor?

Our Enterprise Scale customers will have the option of using models from new vendors when they are added. Access to new vendors' models will be disabled by default and can be enabled in the Admin Panel.

Has Airtable performed a security review of its AI vendors?

Yes. Per Airtable's Vendor Management Program, all vendors are subject to a security review before they are onboarded, as well as additional periodic reviews to ensure that they maintain their security practices.

Is my data encrypted while in transit?

Yes. Data is encrypted while in transit. For more information about how Airtable protects your data, visit [Trust & Security at Airtable](#).

Can I control what data is used with Airtable AI?

Your admins can control the workspaces in which Airtable AI is enabled; in bases in those workspaces, individuals with creator permissions can configure AI operations and choose what data is sent to an LLM.

If you are interested in greater control or visibility about the data that your organization stores within Airtable, you can learn more about Airtable's [integration with data loss prevention \(DLP\) providers](#).





What types of data should be used with Airtable AI?

You may input any type of data into Airtable AI that complies with the usage restrictions in your service agreement with Airtable, including the AI-specific terms that you agree to when opting in to the use of Airtable AI. You should refer to your organization's data classification and governance policies for additional guidance on permissible data.

See [Third Party AI Provider Policies](#) for our vendors' policies on high-risk and disallowed uses of AI.

Who from Airtable can see the data we use with Airtable AI?

Airtable's access to your data does not change with the use of Airtable AI. Airtable may access customer data only in very limited circumstances, such as with permission during live support sessions. For more information about how Airtable protects your data, visit [Trust & Security at Airtable](#).

Conclusion

The protection of customer data is one of our most important priorities. We are committed to providing Airtable AI features that support our customers' needs and keep customer data secure.

Our team is here to answer any questions you may have. You can reach us by emailing support@airtable.com or by reaching out to your contact at Airtable.