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 (LLMs) from AI developers such as OpenAI, Anthropic, IBM, and Meta. These models are hosted on platforms such as Amazon Bedrock, IBM watsonx, and OpenAI. See Airtable’s Third-Party AI provider information.

When configuring fields and automations that use Airtable AI, you can choose the model that best fits your needs. Customers on Business and Enterprise Scale plans can limit the platforms and model developers whose models are accessed by their organization. None of the data you use with Airtable AI is retained by the model developers or platforms, and neither Airtable nor the model developers use the data in your workspaces for training models.
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 app will be included in the prompt, and which model you want to use. This gives you the flexibility to tailor the AI features to your exact workflow and use cases. By providing examples in your prompts, you can elicit responses 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 the fields that will be used to perform the suggested matches.

Configuration of AI field

Configuration of top matches in linked record picker
Under your control

Airtable AI is off by default for Business and Enterprise Scale customers. 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. For Free and Teams customers, AI features are on by default; workspace owners can opt-out of AI features in workspace settings.

AI setting in Admin Panel

Workspace AI setting
How does data flow with Airtable AI?

Airtable AI accesses the LLMs of some model developers directly and some via platforms, such as Amazon Bedrock and IBM watsonx, that host multiple models. The data within Airtable workspaces (“customer data”) is not retained by any of our AI platforms or model developers and is not used for model training by Airtable or its AI vendors. This includes the input that is sent to the LLM (the prompt and the associated data) as well as the response returned from the model (output). As we expand the selection of models available via Airtable AI, we will ensure that all our platforms and model developers adhere to similar restrictions.

All requests and responses to and from AI platforms are encrypted in transit. If a customer uses any of the models hosted by Amazon Bedrock, requests and responses are transmitted to and from models hosted by Amazon in the AWS environment. These requests and responses do not leave Airtable’s AWS Virtual Private Cloud.
Frequently asked questions

Which platforms and model developers are available via Airtable AI?
As of June 2024, Airtable AI provides access to models from these developers and platforms:

- OpenAI
- Anthropic via Amazon Bedrock
- IBM Granite via IBM watsonx
- Meta Llama via IBM watsonx

See our Third-Party AI Providers for an up-to-date list.

Is my data retained by Airtable’s AI vendors?
No. Customer data is not retained by Airtable's AI vendors.

See the Airtable AI Terms and our Third-Party AI Provider information for more details on our data retention standards.

Is my data ever used for model training?
No. Neither Airtable nor our model developers 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 model developers train or fine-tune models using customer data, you can use in-context learning (guidance via prompting) to improve the output 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. See our guide to using Airtable AI for tips on writing effective prompts.

What will happen if Airtable adds support for a new AI vendor?
New AI platforms and model developers will be added over time and will become an option for creators to use when configuring AI fields and automations. For Business and Enterprise Scale customers, access to new platforms and model providers 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.
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.