

Airtable AI: Privacy and Security Overview

June 12, 2024



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 AI features.

| 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

The screenshot shows the configuration for an AI field named "Product area". The field type is set to "Long text". Below the field name, there is a description: "Enter multiple lines of text, or generate text with AI." There are two toggle options: "Enable rich text formatting" (disabled) and "Generate text" (enabled, marked as "New"). The "Generate text" option includes a sub-description: "Use AI to generate content, summarize key points, categorize information, and more—all based on your own data." A preview window is open, showing a prompt: "You are a Product Manager at an Enterprise SaaS company Categorize the following customer feedback 'A Customer feedback' into only one category:" followed by a list of categories: "User Experience", "Performance and Reliability", "Integrations", "Security and Compliance", and "Customer Support". At the bottom of the preview, there is a message: "A new version of this preview is available." and a "Generate preview" button. The main configuration window has "Add description", "Cancel", and "Save" buttons at the bottom.

Configuration of top matches in linked record picker

The screenshot shows the configuration for a linked record picker named "Product gaps". The field is linked to the "Product gaps" table. There are three toggle options: "Allow linking to multiple records" (enabled), "Limit record selection to a view" (disabled), and "Filter record selection by a condition" (disabled, marked as "New"). The "Use AI to show top matches when selecting a record" option is enabled (marked as "New"). Below these options, there are two dropdown menus: "Use these fields in Feedback" (set to "1 field") and "Use these fields in Product gaps" (set to "3 fields"). A tooltip is visible over the "3 fields" dropdown, showing a list of fields with checkboxes: "Product Gap" (checked), "Features" (unchecked), "Description of gap" (checked), "Key results" (unchecked), and "Long description" (checked). The main configuration window has "Add description" and "Save" buttons at the bottom.



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

The screenshot shows the Airtable Admin Panel with the 'Settings' page open. The 'Integrations & development' tab is selected. A modal window titled 'Block AI integrations' is open, showing the following settings:

- Block AI integrations** (OFF): Prevent usage of AI large language models (LLMs) in all or selected organization-owned workspaces.
- Configure integrations**
 - Allow AI integrations in organization-owned workspaces?**
 - Allow in all workspaces
 - Allow only in selected workspaces
 - Workspace allowlist**
 - 1 workspace allowed: wspohB8v6RopedgHX
 - Allow usage of the following AI model providers**
 - OpenAI
 - Anthropic via Amazon Bedrock
- Save** **Cancel**
- View AI credit usage**

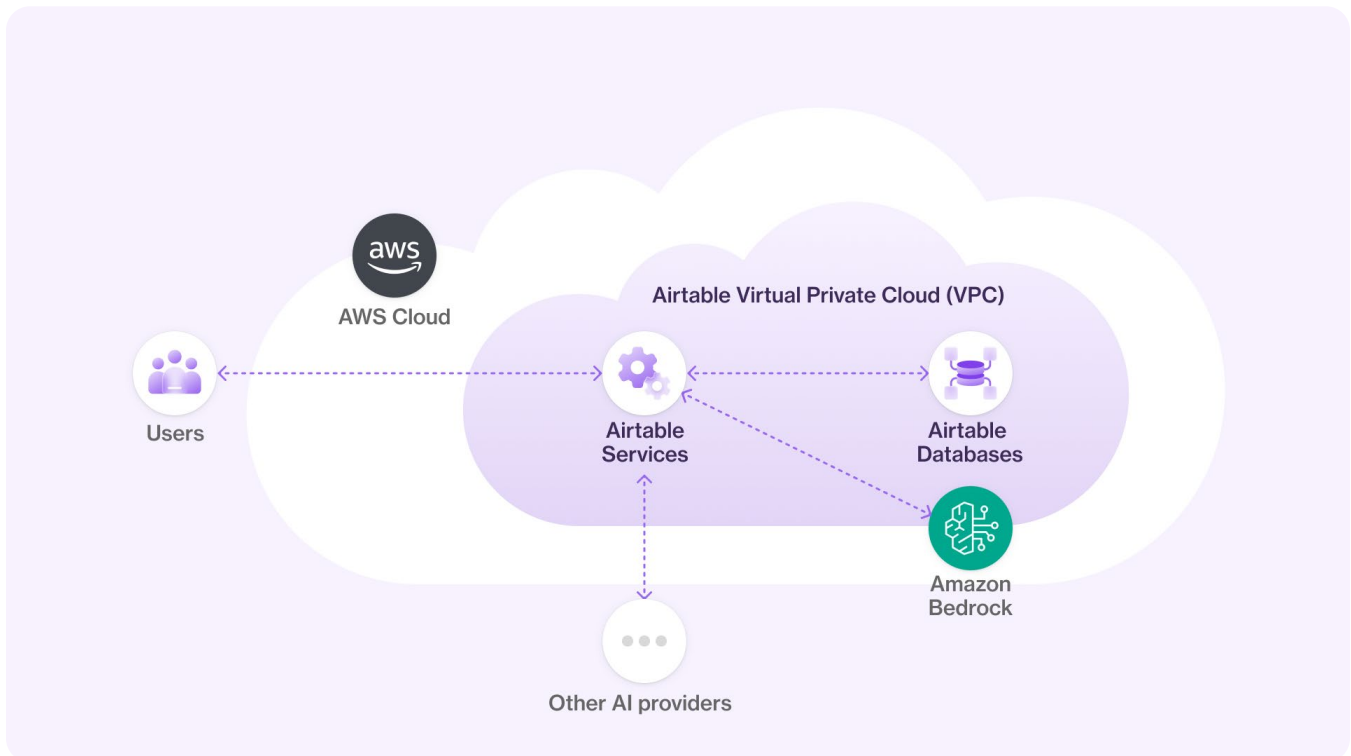
Workspace AI setting

The screenshot shows the Airtable workspace settings page for 'My First Workspace'. The 'Workspace AI permissions' section is visible, showing the following settings:

- Workspace AI permissions**
 - Turn on Airtable AI for all bases within this workspace
- Billable collaborators**
 - C** Workspace collaborator (Owner)
 - Add or manage workspace collaborators**



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.



**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?

For Business and Enterprise customers, your admins can control the workspaces in which Airtable AI is enabled. For Free and Teams customers, workspace admins control whether AI is enabled.

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 terms 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 our [Third-Party AI Provider information](#) and [Acceptable Use Policy](#) for more information 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 as detailed in your service terms, 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.