

| Airtable AI: Privacy and Security Overview

June 10, 2025



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

AI features in Airtable are customizable to meet the needs of your organization and workflows. In features such as AI fields and AI in Automations, you can specify 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. When using the AI assistant, you can type your own questions and commands to retrieve specific data or build workflows in Airtable.

Configuration of AI field

Create AI field

Battle card recommendations

AI Prompt

Analyze Competitor website, product offerings, pricing and our current Competitive battle card. Provide recommendations on how we should update our differentiators and traps.

☒ Use data from the internet

✓ Created

User interaction with AI assistant

Airtable AI

Which companies mention M&A activity in their earnings calls?

I found 4 companies that mention M&A in their earnings calls:

- Digital Mart** – Mentioned acquiring a commerce-focused startup to enhance personalization.
- Retail Nexus** – Discussed its acquisition strategy for expanding B2B commerce.
- SAP** – Referenced integrating a newly acquired order management platform.
- VTEX** – Highlighted M&A as part of its international expansion strategy.

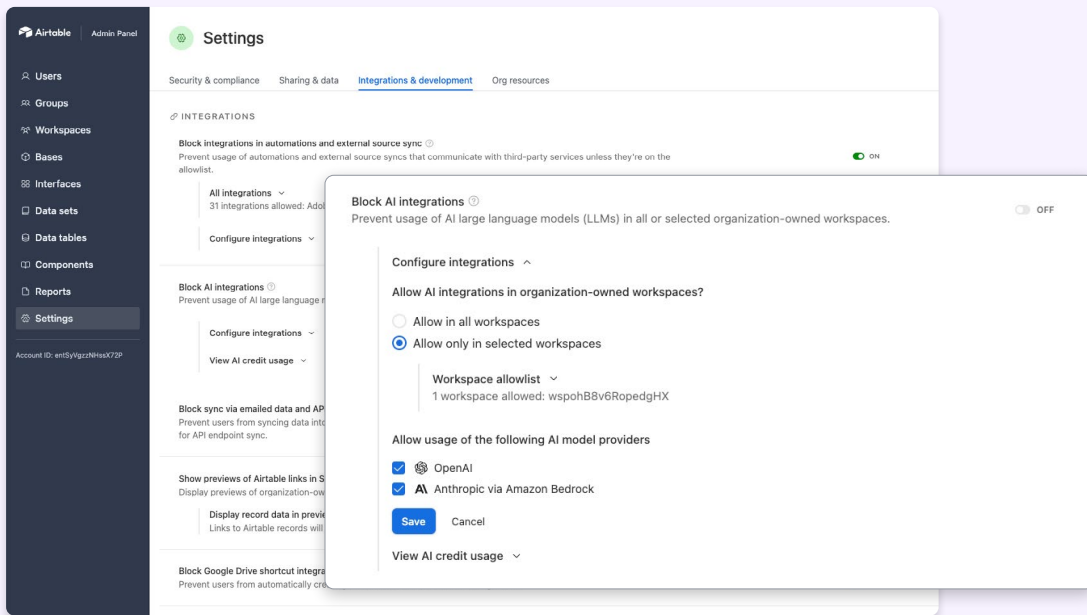
Ask anything



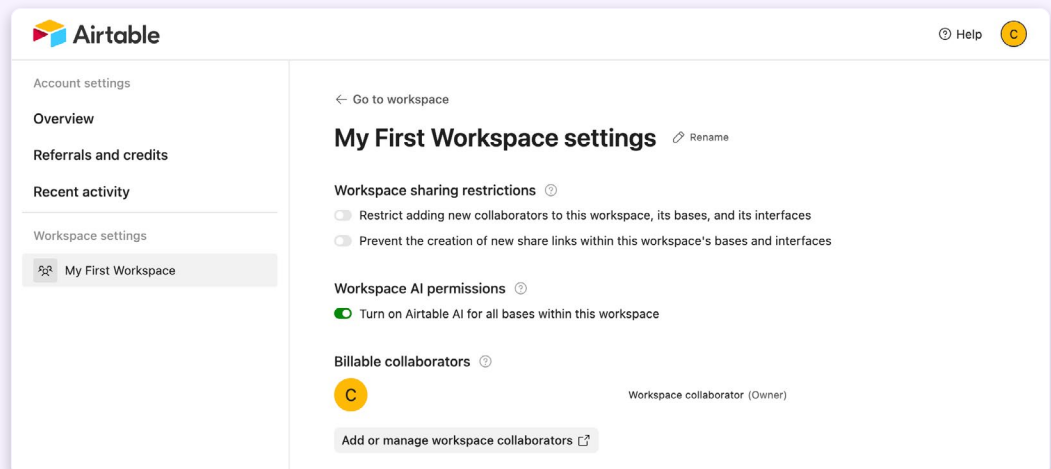
Under your control

For Business and Enterprise Scale customers, access to Airtable AI can be controlled in the Admin Panel. It can be enabled for a specific set of workspaces or for all workspaces within your organization. For Teams customers, workspace owners can control AI features in workspace settings. Admins can also control whether the AI assistant is enabled for their enterprise and which bases it's enabled in.

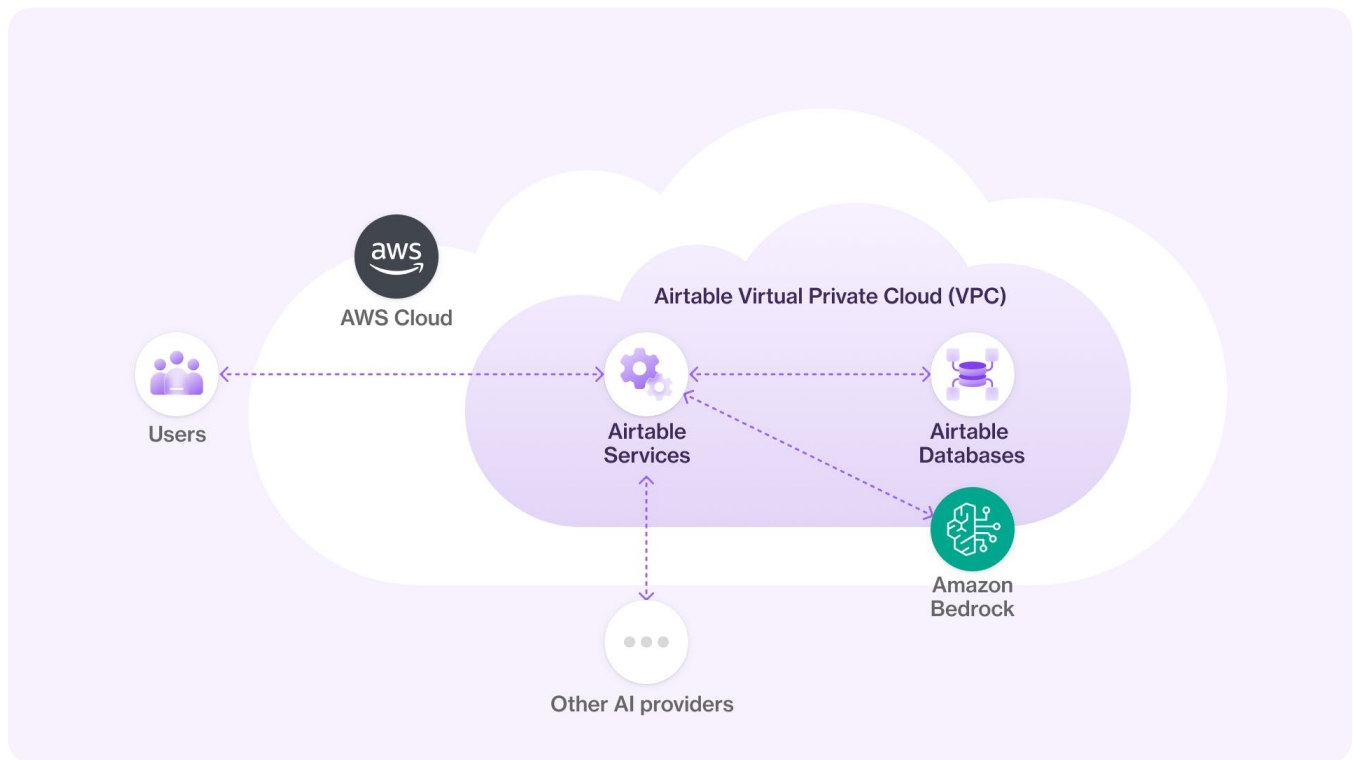
AI setting in Admin Panel



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 are sent to Amazon Bedrock from within Airtable’s virtual private cloud.



Frequently asked questions



Which platforms and model developers are available via Airtable AI?

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, the AI platforms and model providers used by your organization can be controlled 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. 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.