

Verification of Declaration of Adherence

Declaring Company: HubSpot Inc.



EU
CLOUD
COC

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1 Verification against v2.11 of the EU Cloud CoC

This Declaration of Adherence was against the *European Data Protection Code of Conduct for Cloud Service Providers* (**'EU Cloud CoC'**)¹ in its version 2.11 (**'v2.11'**)² as of December 2020.

Originally drafted by the Cloud Select Industry Group³ (**'C-SIG'**) the EU Cloud CoC – at that time called C-SIG Code of Conduct on data protection for Cloud Service Providers – was developed against Directive 95/46/EC⁴ and incorporated feedback by the European Commission as well as Working Party 29. Following an extensive revision of earlier versions of Code and further developing the substance of the Code (v2.11) and its provisions has been aligned to the European General Data Protection Regulation (**'GDPR'**)⁵.

2 List of declared services

2.1 HubSpot Customer Platform⁶

HubSpot provides a comprehensive cloud-based customer platform designed to help businesses grow better. The platform includes an array of products such as CRM, marketing, sales, service, content management, operations, and commerce tools. These services are crafted to meet specific service objectives derived from HubSpot's commitments to user entities, adherence to applicable laws and regulations, and its own set financial, operational, and compliance standards.

Key product categories include marketing tools (like email marketing and social media management), sales tools (such as pipeline and meeting scheduling), service solutions (featuring ticketing and customer feedback), content management (for website and SEO tools), operations (offering data quality automation), and commerce (including shopping cart and payment processing).

HubSpot's security, data protection, and confidentiality commitments are clearly articulated in customer agreements and detailed within the Data Processing Agreement available online. Since its founding in 2005 and based in Cambridge, Massachusetts, HubSpot strives to align its offerings with

¹ <https://eucoc.cloud>

² <https://eucoc.cloud/get-the-code>

³ <https://ec.europa.eu/digital-single-market/en/cloud-select-industry-group-code-conduct>

⁴ <https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:31995L0046>

⁵ <https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32016R0679>

⁶ [HubSpot | Software & Tools for your Business - Homepage](#)

rigorous standards, as evidenced by its continuous assessment under the EU Cloud Code of Conduct recertification, encompassing the entire HubSpot Cloud Service Family.⁷

- HubSpot CRM
- Marketing Hub
- Sales Hub
- Service Hub
- CMS Hub
- Operations Hub
- Commerce Hub

3 Verification Process - Background

V2.11 of the EU Cloud CoC has been developed against GDPR and hence provides mechanisms as required by Articles 40 and 41 GDPR⁸.

3.1 Approval of the Code and Accreditation of the Monitoring Body

The services concerned passed the verification process by the Monitoring Body of the EU Cloud CoC, i.e., SCOPE Europe sprl/bvba⁹.

The Code has been officially approved in May 2021¹⁰. SCOPE Europe has been officially accredited as Monitoring Body in May 2021¹¹. The robust and complex procedures and mechanisms can be reviewed by any third-party in detail at the website of the EU Cloud CoC alongside a short summary thereof.¹²

3.2 Principles of the Verification Process

Notwithstanding the powers of and requirements set out by the supervisory authority pursuant to Article 41 GDPR, the Monitoring Body will assess whether a Cloud Service, that has been declared adherent to the Code, is compliant with the requirements of the Code - especially as laid down in the Controls Catalogue. Unless otherwise provided by the Code, the Monitoring Body's assessment process will be based on an evidence-based conformity assessment, based on interviews and document reviews; proactively performed by the Monitoring Body.

⁷ **NOTE:** The content for the service description has been provided by the CSP and does not reflect any opinion of or assessment by the Monitoring Body.

⁸ <https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32016R0679>

⁹ <https://scope-europe.eu>

¹⁰ <https://www.gegevensbeschermingsautoriteit.be/publications/decision-n05-2021-of-20-may-2021.pdf>

¹¹ <https://www.gegevensbeschermingsautoriteit.be/publications/decision-n-06-2021-of-20-may-2021.pdf>

¹² <https://eucoc.cloud/en/public-register/assessment-procedure/>

To the extent the Monitoring Body is not satisfied with the evidence provided by a CSP with regards to the Cloud Service to be declared adherent to the Code, the Monitoring Body will request additional information. Where the information provided by the CSP appears to be inconsistent or false, the Monitoring Body will - as necessary - request substantiation by independent reports.

3.3 Multiple Safeguards of Compliance

Compliance of adherent services is safeguarded by the interaction of several mechanisms, i.e., continuous, rigorous, and independent monitoring, an independent complaints' handling process, and finally any CSP declaring services adherent is subject to substantial remedies and penalties in case of any infringement.

3.4 Process in Detail

It is expected that, prior to any assessment of the Monitoring Body, each CSP assesses its compliance internally. When declaring its service(s) adherent to the EU Cloud CoC, each CSP must elaborate its compliance with each of the Controls as provided by the Code considering the Control Guidance, as provided by the Controls Catalogue, to the Monitoring Body.

The CSP may do so either by referencing existing third-party audits or certifications, their respective reports and by free text responses. Additionally, the CSP will have to provide a general overview of the functionalities, technical, organisational and contractual frameworks of the service(s) declared adherent.

With regards to internationally recognised standards, the Monitoring Body will consider the mapping as provided by the Controls Catalogue. However, the Monitoring Body will verify whether (a) any third-party certification or audit provided by the CSP applies to the Cloud Service concerned, (b) such third-party certification or audit provided by the CSP is valid, (c) such third-party certification or audit has assessed and sufficiently reported compliance with the mapped controls of the third-party certification or audit concerned. Provided that the aforementioned criteria are met, the Monitoring Body may consider such third-party certifications or audits as sufficient evidence for the compliance with the Code.

Within Initial Assessments, the Monitoring Body selects an appropriate share of Controls that will undergo in-depth scrutiny, e.g., by sample-taking and requesting further, detailed information including potentially confidential information. Within any other Recurring Assessment, the Monitoring Body will select an appropriate share of Controls provided that over a due period every Control will be subject to scrutiny by the Monitoring Body. Where applicable, aspects of current attention at the time of

assessment shall be covered too, e.g., where such aspects were indicated in media reports, publications or actions of supervisory authorities.

If the responses of the CSP satisfy the Monitoring Body, especially if responses are consistent and of appropriate quality and level of detail, reflecting the requirements of the Controls and indicating appropriate implementation by the Control Guidance, then, the Monitoring Body verifies the service(s) declared adhered as compliant and thereupon, makes them subject to continuous monitoring.

3.4.1 Levels of Compliance

V2.11 of the Code provides three different levels of Compliance. The different levels of compliance relate only to the levels of evidence that are submitted to the Monitoring Body. There is, however, no difference in terms of which parts of the Code are covered, since adherent Cloud Services have to comply with all provisions of the Code and their respective Controls.

3.4.1.1 First Level of Compliance

The CSP has performed an internal review and documented its implemented measures proving compliance with the requirements of the Code with regard to the declared Cloud Service and confirms that the Cloud Service fully complies with the requirements set out in this Code and further specified in the Controls Catalogue. The Monitoring Body verifies that the Cloud Service complies with the Code by information originating from the CSP.

3.4.1.2 Second Level of Compliance

Additional to the “First Level of Compliance”, Compliance with the Code is partially supported by independent third-party certificates and audits, which the CSP has undergone with specific relevance to the Cloud Service declared adherent and which were based upon internationally recognised standards procedures. Any such third-party certificates and audits that covered controls similar to this Code, but not less protective, are considered in the verification process of the Monitoring Body. Each third-party certificates and audits that were considered in the verification process by the Monitoring Body shall be referred in the Monitoring Body’s report of verification, provided that the findings of such certificates were sufficiently and convincingly reported and documented towards the Monitoring Body and only to the extent such certificates and audits are in line with the Code. The CSP must notify the Monitoring Body if there are any changes to the provided certificates or audits.

The Controls Catalogue may give guidance on third-party certificates and audits that are equivalent to certain Controls in terms of providing evidence of complying with the Code.

However, to those Controls that the CSP has not provided any equivalent third-party certificate or audit, the Monitoring Body verifies that the Cloud Service complies with the Code by information originating from the CSP.

The Monitoring Body may refuse application of Second Level of Compliance if third-party certificates and audit reports, that are recognised by the Monitoring Body in the verification process concerned, are not covering an adequate share of Controls of this Code; such adequate share shall be subject to the discretion of the Monitoring Body, considering e.g., the share related to the overall amount of Controls of the Code or whether a full Section or topic is being covered.

3.4.1.3 Third Level of Compliance

Identical to the “Second Level of Compliance” but Compliance is fully supported by independent third-party certificates and audits, which the CSP has undergone with regard to the Cloud Service declared adherent and which were based upon internationally recognised standards.

To the extent a CSP refers to individual reports, such as ISAE-3000 reports, the CSP shall ensure that such reports provide sufficient and assessable information and details on the actual measures implemented by the CSP regarding the Cloud Service concerned. The Monitoring Body shall, if considered necessary, in consultation with the Steering Board, define further requirements on such individual reports, such as accreditation and training for auditors against the provisions and requirements of this Code.

3.4.2 Final decision on the applicable Level of Compliance

When declaring its Cloud Service adherent, the CSP indicates the Level of Compliance it is seeking to achieve. Any final decision, whether a CSP is meeting the requirements of a specific Level of Compliance is at the sole discretion of the Monitoring Body.

3.5 Transparency about adherence

Each service adherent to the EU Cloud CoC must transparently communicate its adherence by both using the appropriate Compliance Mark¹³ and referring to the Public Register of the EU Cloud CoC¹⁴ to enable Customers to verify the validity of adherence.

¹³ <https://eucoc.cloud/en/public-register/levels-of-compliance/>

¹⁴ <https://eucoc.cloud/en/public-register/>

4 Assessment of declared services by HubSpot (see 2.)

4.1 Fact Finding

Following the declaration of adherence of HubSpot Inc. (**'HubSpot'**), the Monitoring Body provided HubSpot with a template, requesting HubSpot to detail its compliance with each of the Controls of the EU Cloud CoC.

As this declaration is a renewal¹⁵, the Monitoring Body requested from HubSpot a confirmation that there has been no material change to the applicable technical and organisational and contractual framework. The Monitoring Body also requested from HubSpot a comparison of the declared Cloud Services of last year and this year as well as to explicitly indicate any Cloud Services that are no longer included in the Declaration of Adherence and, where applicable, provide the Monitoring Body with adequate reasons. To the extent the list of Cloud Services was extended, the Monitoring Body requested a confirmation, that any such additional Cloud Services are subject to the same technical, organisational and contractual framework as the original Cloud Services.

HubSpot promptly responded to the templates. Information provided consisted of references and list of actual measures meeting the requirements of each Control, a free text answer describing their measures, and a reference to third party audits and certifications, where applicable. This information was completed by the confirmations requested by the Monitoring Body as well as a detailed comparison of the declared Cloud Services between last year and this year verification highlighting the changes and the reasons for them.

4.2 Selection of Controls for in-depth assessment

Following the provisions of the Code and the Assessment Procedure applicable to the EU Cloud CoC¹⁶, the Monitoring Body analysed the responses and information provided by HubSpot.

HubSpot's declared services have been externally certified and audited. HubSpot holds a current SOC 2 Report, which is valid for the duration of the Declaration of Adherence, and the scope of registration includes all the declared services. The declaration of adherence referred to the respective SOC 2 Report within the responses to Section 6 of the Code (IT Security). As provided by the Code, the Mon-

¹⁵ You can access the Verification Report of previous year via the following link: [HubSpot - Verification Report – \(2025\)](#)

¹⁶ <https://eucoc.cloud/en/about/about-eu-cloud-coc/applicable-procedures/>

itoring Body may consider third-party certifications and audits. Accordingly, the Monitoring Body verified the certification and references. Further in-depth checks were not performed, as provided third-party certifications adequately indicated compliance.

4.3 Examined Controls and related findings by the Monitoring Body

4.3.1 Examined Controls

The Monitoring Body reviewed the submission from HubSpot which outlined how all the requirements of the Code were met by HubSpot's implemented measures. In line with the Monitoring Body's process outlined in Section 3.4, the Monitoring Body selected a subset of Controls from the Code for in-depth scrutiny. In-depth scrutiny reflects sample taking and follow-up questions, whilst the latter may address requests for clarifications or more detailed information. The Controls selected for this level of review were: 5.1.C, 5.1.E, 5.1.F, 5.1.G, 5.2.B, 5.2.D, 5.2.E, 5.2.F, 5.2.G, 5.3.B, 5.3.E, 5.4.A, 5.4.B, 5.4.C, 5.4.E, 5.4.F, 5.5.C, 5.5.D, 5.7.B, 5.7.F, 5.8.A, 5.10.A, 5.10.B, 5.11.A, 5.11.B, 5.11.C, 5.12.C, 5.12.D, 5.13.B, 5.14.B, 5.14.D, 5.14.E, 5.14.F, 6.1.C and 6.2.P.

4.3.2 Findings by the Monitoring Body

During the process of verification, HubSpot consistently prepared the Declaration of Adherence well and thoroughly. HubSpot's responses were detailed and never created any impression of intentional non-transparency. Requests for clarification, additional and supporting information, as well as relevant samples were promptly dealt with and always met the deadlines set by the Monitoring Body.

Related to the Monitoring Body's requests (see section 4.1), HubSpot indicated that no relevant changes to the Cloud Service Family were applied in regards of the implemented technical, organisational and contractual framework. Where additional Cloud Services were added, HubSpot provided explicit confirmation that such Cloud Services belong to the same Cloud Service Family.

HubSpot has indicated that a Cloud Service Agreement ("CSA") is in place with Customers determining: the responsibilities of the Customers and the CSP regarding the security measures, the terms under which the CSP shall process Customer Personal Data on behalf of the Customer and the terms under which the CSP can engage subprocessors in the delivery of the Cloud Service to the Customer.

Another area of focus was the subprocessor management process. Based on the information provided by HubSpot, if a subprocessor is rejected by the Customer, HubSpot offers alternative options such as not appointing the new subprocessor or the possibility for Customers to exercise their termination rights. Moreover, before Customer formally enters the Cloud Service Agreement, HubSpot makes available to Customer, through its contractual documentation and dedicated subprocessors web

page, at least general information communicating existing subprocessors and related jurisdictions applicable to the processing of Customer Personal Data.

HubSpot also indicated that Customers are provided with various self-service capabilities enabling them to deal with data subject requests (“DSRs”) independently. These capabilities cover areas such as the deletion of Customer Personal Data, as well as the retrieval and export of Customer Personal Data in a machine readable, commonly used, structured format. Lastly, HubSpot confirmed that Customers have access to internal documentation that includes information on data formats, processes, technical requirements and timeframes of retrieving the entrusted Customer Personal Data.

HubSpot’s procedures for handling requests from supervisory authority requests were also assessed. HubSpot confirmed that requests from supervisory authorities relating to Customer Personal Data are communicated to Customers, as provided by the Code, and that this obligation is reflected in the relevant contractual documents. In the same vein, HubSpot indicated that appropriate procedures are in place to respond to requests from supervisory authorities, ensuring that responses take place in due time and appropriate detail and quality.

Another area of assessment has been transfers of Customer Personal Data to third countries. Transfers to third countries outside the EEA are conducted only if agreed upon in the Cloud Service Agreement. HubSpot indicated that it relies on the appropriate data transfer safeguards as provided by Chapter V GDPR, such as adequacy decisions, the EU-US Data Privacy Framework, and Standard Contractual Clauses (“SCCs”) of which the latter applies overarchingly. In this regard, additional security measures are implemented to safeguard Customer Personal data in such transfers.

On a separate note, confidentiality obligations have been assessed by the Monitoring Body. HubSpot demonstrated that employees and contractors involved in the processing of Customer Personal Data are subject to appropriate confidentiality obligations and that these obligations continue after the end of employment or termination of the respective agreements. Additionally, HubSpot confirmed that it processes Customer Personal Data in accordance with the Customer's instructions, and that relevant policies, procedures and security measures are implemented to ensure that it is not processed by any personnel for any purpose independent of the instructions of the Customer.

Furthermore, retrieval and deletion of Customer Personal Data at the end of the agreement were assessed. Customers have the capability to retrieve their Personal Data through self-service functionalities before closing their accounts. Once a Customer closes its account, Customer Personal Data is automatically deleted according to the CSP’s internal data retention policies and schedules.

Finally, media disposal and data wiping procedures have been part of the assessment. HubSpot confirmed the implementation of relevant policies and procedures to ensure that all storage media used to store Customer Personal Data are securely overwritten or sanitised before those media are re-used or sent for disposal.

5 Conclusion

The information provided by HubSpot was consistent. Where necessary, HubSpot gave additional information or clarified their given information appropriately.

The Monitoring Body therefore verifies the services as compliant with the EU Cloud CoC based on the performed assessment as prescribed in 1. The service(s) will be listed in the Public Register of the EU Cloud CoC¹⁷ alongside this report.

In accordance with sections 3.4.1.2 and 3.4.2 and given the type of information provided by HubSpot to support the compliance of its service, the Monitoring Body grants HubSpot with a Second Level of Compliance.

6 Validity

This verification is valid for one year. The full report consists of 11 pages in total, whereof this is the last page closing with the Verification-ID. Please refer to the table of contents at the top of this report to verify that the copy you are reading is complete, if you have not received the copy of this report via the Public Register of the EU Cloud CoC¹⁸.

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¹⁷ <https://eucoc.cloud/en/public-register/>

¹⁸ <https://eucoc.cloud/en/public-register/>