

Coverage details **HubSpot**



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Files

Restore

File restore isn't supported for HubSpot. If a file was referenced as an attachment on a note, or in a custom property on a record, that reference can be restored, provided the file still exists in HubSpot. The file itself isn't restored.

Companies

Backup

- Archived Companies aren't backed up. Only active Company records are included.
- The *owner email* and *owner name* are legacy fields in HubSpot and are no longer a reliable indicator of ownership. The *owner ID* field is used instead, as the authoritative source for who owns a Company record.

Restore

If a property's type changes after Keepit ran the backup (for example, from *single-line text* to *email*), HubSpot may reject the restored value. When this happens, Keepit retries the restore without that property, rather than failing the entire restore.

Contacts

Backup

- Archived Contacts aren't backed up. Only active Contact records are included.
- The *owner email* and *owner name* are legacy fields in HubSpot and are no longer a reliable indicator of ownership. The *owner ID* field is used instead, as the authoritative source for who owns a Contact record.

Restore

If a property's type changes after Keepit ran the backup (for example, from *single-line text* to *email*), HubSpot may reject the restored value. When this happens, Keepit retries the restore without that property, rather than failing the entire restore.

Notes

Backup

- Archived Notes aren't backed up. Only active Notes are included.
- A Note's display name in Keepit is based on the first 100 characters of its text. If a Note has no text, its unique ID is used as the name instead.
- HubSpot's API doesn't support backing up comments and replies on Notes.
- The *owner email* and *owner name* are legacy fields in HubSpot and are no longer a reliable indicator of ownership. The *owner ID* field is used instead, as the authoritative source for who owns a Note.

Restore

If a property's type changes after Keepit ran the backup (for example, from *single-line text* to *email*), HubSpot may reject the restored value. When this happens, Keepit retries the restore without that property, rather than failing the entire restore.

Properties

Limitations apply to default and custom properties on all supported objects: Companies, Contacts, and Notes.

Backup

- Archived properties aren't backed up. Only active properties are included.

Restore

- For read-only properties, you can restore only their visibility (*shown* or *hidden*). Other settings stay as they are in HubSpot.
- For properties with the field type *calculation_rollup*, the label, description, and visibility can be restored, but not the calculation itself. If one of these properties was deleted, you can't recreate it, as the HubSpot API doesn't support creating this property type.
- In rare cases, HubSpot flags a property as editable when it's actually a built-in calculated property. When this happens, restore only updates the property's visibility (*shown* or *hidden*).
- A HubSpot-defined property that was permanently deleted (more than 90 days after deletion) can't be restored, as properties owned by HubSpot can't be recreated through the API.
- If a property's type changes after Keepit ran the backup (for example, from *single-line text* to *email* or *URL*), it may not revert to its original type during restore. This is a limitation of the HubSpot API. If this happens, you can manually change the type back in HubSpot and run the restore again.
- If a property was moved to a different property group, that change can't be restored.
- If a permanently deleted property is recreated during restore, its original *Created by* value can't be restored. This is a limitation of the HubSpot API.
- Default email values for email properties can't be restored. This is a limitation of the HubSpot API.

Associations metadata (labels)

Limitations apply to associations metadata between all supported objects: Companies, Contacts, and Notes.

Backup

A label's paired "inverse" label — the label shown from the other side of the relationship — isn't available through the HubSpot API.

Restore

Labels themselves can't be restored; they must already exist in HubSpot. The limits configured on labels (for example, the maximum number of records that can be linked under a label) are restored to match the backup:

- Limits missing in HubSpot are added.
- Limits that still exist are updated.
- Limits no longer in the backup are removed.

Associations between objects

Limitations apply to associations between all supported objects: Companies, Contacts, and Notes.

Restore

- If an association between two records is missing compared to the backup, it's restored automatically.
- If the association type itself no longer exists in HubSpot (for example, because a custom association type was deleted), the association can't be restored.