

HubSpot: email tracking consent before the deadlines

The settings pass for the CNIL and Garante email pixel rules. Complete in order; every box is verifiable inside your own portal. Companion to the full how-to and the free seven-gate pre-check on valuegravity.io.

14 JULY 2026

FRANCE / CNIL

Inform existing recipients; real chance to object.

28 OCT 2026

ITALY / GARANTE

End of the six-month adaptation window.

01 Scope: does this apply to you?

- ☐ **Confirm whether you email recipients in France or Italy.**
Marketing, transactional and one-to-one sales email all count, and so do contacts whose country you cannot determine.
- ☐ **Inventory every sending surface.**
Marketing email, sequences, workflows sending 1:1 mail, sales reps on the Gmail and Outlook extensions, and any transactional templates.

02 Find every pixel

- ☐ **Review the account-level tracking toggles.**
Track email opens, Track clicks in HTML emails, Track clicks in plain text emails.
Settings > Marketing > Email > Tracking | app.hubspot.com/l/email-settings-tracking
- ☐ **Review Source tracking and Identity tracking in the same pass.**
Identity tracking sets cookies that identify which contact clicked which link. Separate toggles, same consent question.
Settings > Marketing > Email > Tracking
- ☐ **Review one-to-one sales tracking separately.**
Log and Track has its own settings and usually its own team. Extension defaults apply per rep.
app.hubspot.com/l/email-settings-log-and-track
- ☐ **Check the per-email tracking toggle (beta, July 2026).**
Super Admins can opt the portal in; the editor toggle strips the pixel from an individual email before send. Practical for no-pixel France and Italy versions.
KB: [turn-off-tracking-for-a-marketing-email](#)
- ☐ **Know what stays on.**
HubSpot documents that opens are still tracked anonymously for its network health even when open tracking is off. Bring this to your DPO; ePrivacy is about access to the device, not only identification.

03 Consent model

- ☐ **Separate consent to send from consent to track.**
A newsletter opt-in is not pixel consent. France wants purpose-specific consent at the moment of capture; Italy accepts bundling but demands granular withdrawal.

- ☐ **Create or designate a tracking-consent property.**
HubSpot legal basis fields cover the right to email, not the right to track. You need a field that answers only: may we measure opens for this contact?
- ☐ **Verify the legal-basis interaction.**
Community-reported gap: with legal-basis enforcement on, recording a lawful basis re-enables tracking for that contact. Test in your own portal.
- ☐ **Build granular withdrawal.**
A recipient must be able to keep the newsletter and drop the tracking. If your preference centre cannot separate the two, that is the gap to close.

04 **Suppression mechanics**

- ☐ **Segment France, Italy and unknown-location contacts.**
Country of the recipient decides, not the location of your company.
- ☐ **Route non-consented contacts to no-pixel sends.**
Per-email beta toggle or duplicated no-pixel versions. Suppress, do not silently keep tracking.
- ☐ **Inventory everything that feeds on opens.**
Workflows triggered by opens, active lists using email engagement, lead scoring on opens, re-engagement logic on inactivity.
- ☐ **Rebuild intent signals on stronger ground.**
Clicks with consent, form fills, meetings booked, replies. Your reporting survives; your legal exposure does not.

05 **What breaks after the toggle**

- ☐ **Open-rate dashboards go partial.**
Report opens only over the consented segment, or switch the KPI to clicks and conversions.
- ☐ **Send-time optimisation and subject A/B tests degrade.**
Both lean on open events. Expect noisier results on smaller consented samples.
- ☐ **Inactivity and re-engagement logic misfires.**
Non-consented contacts look permanently inactive. Untangle before your sunset policy unsubscribes live contacts.
- ☐ **Open-based lead scores deflate.**
Routing thresholds and MQL definitions calibrated on opens need recalibration, or sales gets fewer, different leads.

Finding the switches is the easy half. The hard half is what your scoring, routing and lifecycle logic do once opens stop arriving.

That second half is exactly what I audit with marketing ops teams, fully EU-based.

[Read the full how-to -> valuegravity.io/insights/email-tracking-pixel-consent-how-to.html](https://valuegravity.io/insights/email-tracking-pixel-consent-how-to.html)

[Run the free pre-check, ungated -> valuegravity.io/email-tracking-consent-check.html](https://valuegravity.io/email-tracking-consent-check.html)

[Get in touch -> valuegravity.io/contact.html](https://valuegravity.io/contact.html)