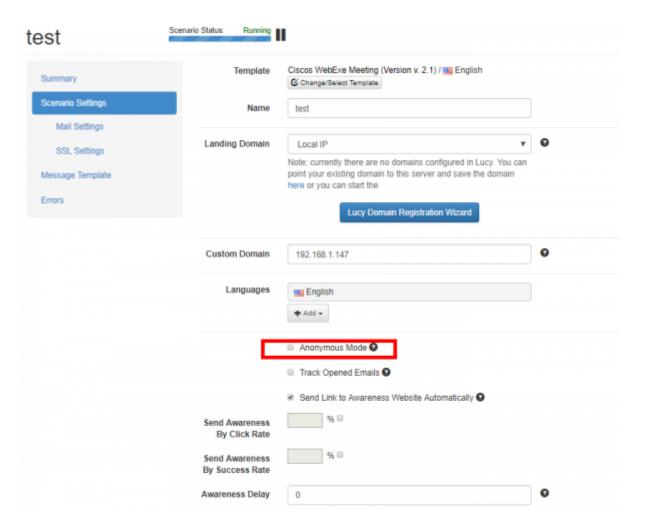# Background info

Data anonymization is a type of information sanitization whose intent is privacy protection. It is the process of either encrypting or removing personally identifiable information from data sets, so that the people whom the data describe remain anonymous. This is required by law in different countries.
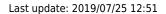
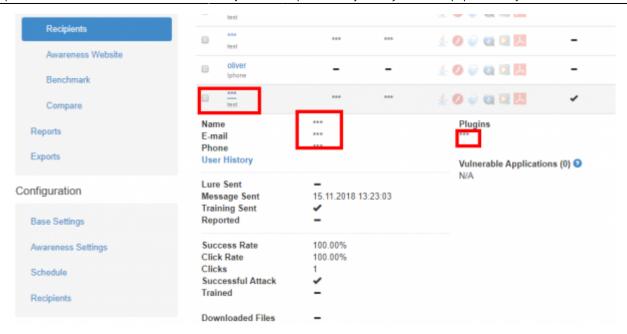# Anonymisation of personal data within a campaign

Within a campaign you can enable anonymous mode in the according scenario settings:

Please note that this operation cannot be undone!

The personal information is then no longer visible:

If you also want to anonymize additional statistical data (browser, IP, etc.), you can set this in the advanced settings: