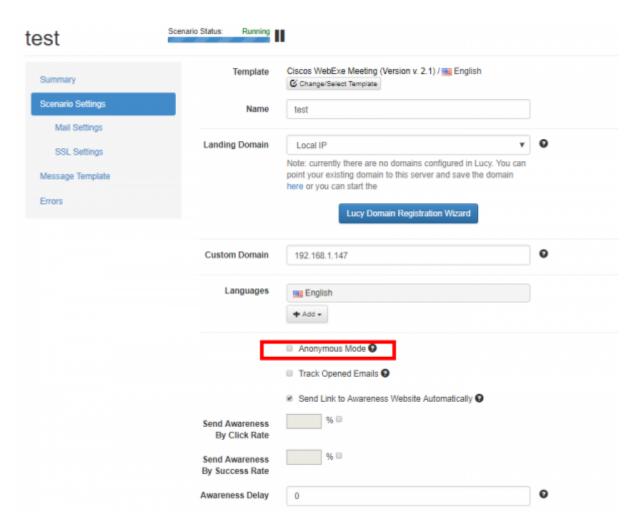
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Background info

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.

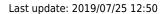
Anonymisation of personal data within a campaign

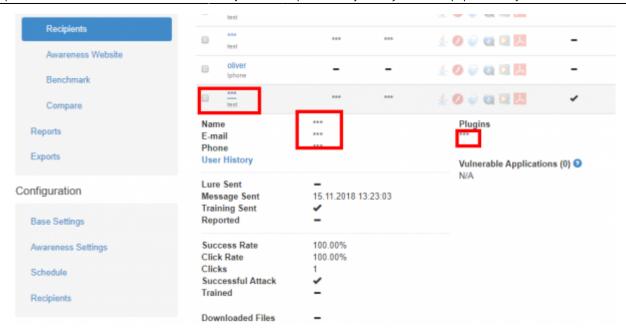
Within a campaign you can enable anonymous mode in the matching scenario settings:



Please note that this operation cannot be undone!

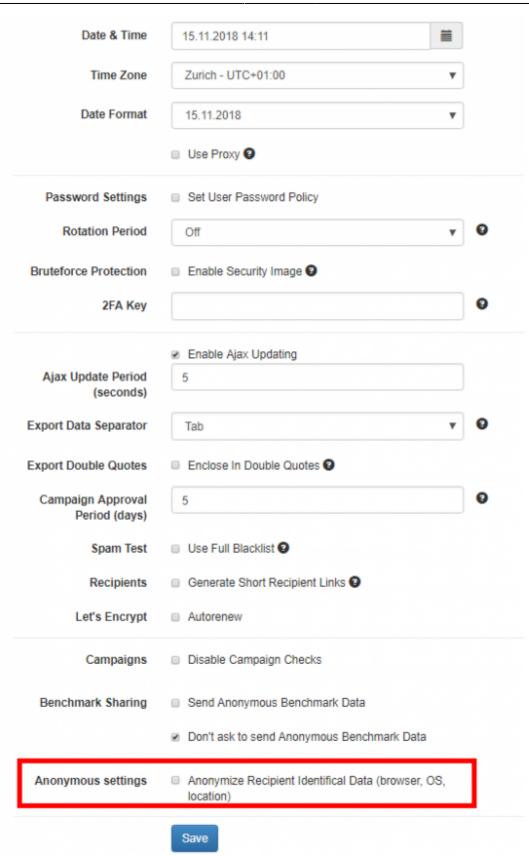
The personal information is then no longer visible:





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

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Additional anonymization options are possible in LUCY (under /settings/advanced settings):

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Anonymize Recipient Attributes

Hide the following fields in Anonymous Campaigns and Scenarios:

- Hide Country Attribute
- Hide OS Attribute
- Hide Browser Attribute
- Hide Location Attribute
- Hide Division Attribute
- Hide Comment Attribute
- Hide Staff Type Attribute

Save

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