Anonymize IP addresses in Optimizely

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Optimizely
IP anonymization by project

RELEVANT PRODUCTS:
- Optimizely Web Experimentation
- Optimizely Performance Edge

THIS ARTICLE WILL HELP YOU:
- Anonymize IP addresses to protect the identity of your visitors
- Adjust privacy settings to comply with legal requirements

In some countries, you may be required to remove the last block of an IP address to protect the identity of your visitors. Optimizely allows you to easily remove the last block of your visitors’ IP address before we store event data.

There are two ways to anonymize IP addresses in Optimizely: by project or by account.

If you’re an account administrator, you can enable this setting at the account level to anonymize IP addresses automatically for all new projects. Here’s what will happen:

- For IPv4 addresses, the last octet of the IP address changes into a 0 (zero) for all tracking calls made to Optimizely
- For IPv6 addresses, the interface is zeroed out represented by :: for all tracking calls made to Optimizely
- The full IP address won’t be stored anywhere and cannot be retrieved later

You can also lock this setting to ensure that your account is always in compliance. This article walks you through enabling IP anonymization at the account level.
Optimizely Performance Edge is a lightweight experimentation product that delivers significantly faster performance than previous versions of Optimizely. It does this by relying on a streamlined "microsnippet" which limits the range of available features.

Optimizely Performance Edge and Optimizely Web anonymize IP addresses the same way, so all information contained in this article applies to experiments created with either version of Optimizely.

Optimizely

Here’s how to enable IP anonymization for an account in Optimizely.

1. Navigate to Account Settings > Security and Privacy and scroll down to IP Anonymization Settings.

   ![Account Settings](image)

   **Account Settings**
   - Name rights
   - Invite new accounts you administer will never be asked to reset their password after a set period of time.
   - Expire after 90 days
   - Invite new accounts you administer will be prompted to reset their password every 90 days.
   - Automatically log you out after 9 minutes
   - Automatically log you out after 9 minutes
   - IP Anonymization Settings
   - Set account-level anonymization settings for all projects.
   - View by default.
   - IP address automatically.
   - Lock this setting permanently.
   - Once enabled, this setting can only be changed by Optimizely's support team. Learn more.

2. Click to enable **Anonymize by default** to automatically anonymize IP addresses for new projects. If you want to lock the setting permanently, click to enable **Lock this setting permanently**. You cannot undo this action yourself once saved. You will need to contact Optimizely's support team to change this setting.

3. Click Save.

IP anonymization by project

If you'd like to enable IP anonymization on a project-by-project basis, rather than automatically for the entire account, you can do that in Project Settings. Here’s how:

- [Optimizely Web](#)
- [Optimizely Full Stack SDK projects](#)