Anonymize Visitor IP Addresses Stored by Optimizely

Skip Ahead

Overview

IP Anonymization at the Project Level

IP Anonymization at the Account Level

RELEVANT PRODUCTS:

• Optimizely Web Experimentation
• Optimizely Performance Edge

THIS ARTICLE WILL HELP YOU:

• Anonymize IP addresses at the project or 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.

Overview

You can configure Optimizely to anonymize your visitors' IP addresses before they are stored in our event logs. When you have IP anonymization enabled, Optimizely will not store the full visitor IP address anywhere and will be unable to retrieve it later. 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 low 64 bits are zeroed out.

IP Anonymization can be configured at the project or account level.
• **Project Level.** After creation, IP anonymization may be enabled or disabled for specific projects or snippets, unless the account-level setting is locked (see below). The setting may only be changed at the project after the project is created.

• **Account Level.** Each account has an “ip_anonymization_default” value that dictates whether IP anonymization is enabled automatically for new projects. This setting is set to “true” (i.e., enabled) when your account is first created, but can be adjusted to “false”. In addition, the setting can be “locked” by the account administrator, so that no project or snippet’s IP anonymization setting may be changed. Note: Once locked, the setting cannot be unlocked without contacting Optimizely personnel.

### IP Anonymization at the Project Level

If you’d like to configure IP anonymization on a project-by-project basis, you can do that in Project Settings for the relevant product:

- **Optimizely Web**
- **Optimizely Full Stack SDK projects**

### IP Anonymization at the Account Level

If you’d like to configure IP anonymization at the account level, follow these steps:

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

2. Enabling *Anonymize by default* will 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.