Using Anonymized Projects

Translate this article:

Some clients and vendors have the need to obscure any data which makes users directly identifiable to ensure they're not at risk of non-compliance or ethical questioning.

When working in an anonymization project you will not see any Personally Identifiable Information (PII). You will only see hashed author names and avatars, and will not be given access to the original mention source.
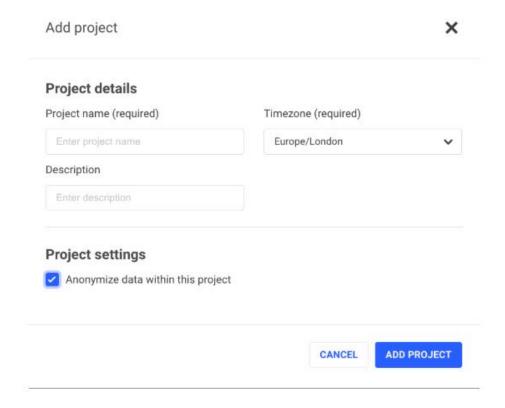
This article contains information on setting up data anonymization and how it will impact the user experience.

Creating Anonymized Projects

Anonymization projects are not available to all clients, but if there is a requirement you can request for it to be added at project level. Projects can then be set to have anonymized data at the point of creation.

To anonymize data when **creating a new project**:

1. Within the **Add project** modal, select the checkbox under **Project settings** to anonymize data and press **Add project.**

2. Admin users will then be able to provide access by **adding users to the Project**

Add project ✕

Project details

Project name (required)

Enter project name

Timezone (required)

Europe/London ⌄

Description

Enter description

Project settings

☑ Anonymize data within this project

CANCEL   **ADD PROJECT**

There is a blue badge to the right of the project name to let you know you're operating within an anonymized project:

Note:

- *A project cannot be set as anonymized after it has been created*
- *Queries from other projects cannot be copied into anonymized projects*

Working in an Anonymized Project

The user experience differs slightly when working within the Anonymization Project due to the fact the data is obscured. Below you will find the areas of Consumer Research that will be impacted, with examples of how the data will be displayed.

Query Editor

- When writing a query, some operators cannot be used in the anonymized project, and will return error messages if used. These fields are selected as they either

contain PII in the values, or can be used to target specific individuals. The list of operators that cannot be used are:

- author
- url
- engagingWith
- channelId
- engagingWithGuid
- weblogTitle
- at_mentions
- guid
- blogName
- taggedUsers
- rootBlogName
- parentBlogName
- parentPostId
- rootPostId
- authorId
- pageId

Error message when any of the above listed operators are used:

Preview Pane

When writing a query, the preview pane tabs will obscure any author names and display the hashed author instead, for example:

- The **Authors tab** will show the hashed author and not the author name.
- The **Mentions tab** will not show the author name, only the hashed author.
- Users will not be able to click on the external mention, the user will be shown an error message of 'Not Found'.

Hashed author names in the **Mentions tab**:

Hashed author names in the **Authors tab**:

Error message:

Quick Search/Explore

When using **Quick Search**, the product will obscure any author names and display the hashed author instead, for example:

- The **mentions panel** will only show hashed author names and avatars and you will not be able to click though to visit the source mention in your browser.

- **Retweeted content component** will only show hashed author and you will not be able to click on the source mention.

- **Top Influencers component** will only show hashed author and avatar.

- The **free text area** will not allow searching for banned fields. The list of banned fields are:

    - author

    - url

    - engagingWith

    - channelId

    - engagingWithGuid

    - weblogTitle

    - at_mentions

    - guid

    - blogName

    - taggedUsers

    - rootBlogName

    - parentBlogName

    - parentPostId

    - rootPostId

    - authorId

    - pageId

Mentions panel with hashed names and avatars:

Top Influencers component showing hashed author names and avatars:

Retweeted Content component showing hashed author names:

Dashboards

- It's not possible to access single mention view in Dashboards.

- When using Dashboards, a number of fields will show hashed values instead of their actual values. These include, but not limited to:

  - Author

  - Avatar Url

  - Full name

  - Facebook author Id

  - Url

  - Reply to

  - Retweet of

  - Thread Id

  - Thread Author

- Components that will display this hashed data include:

  - Mentions List

  - Most Mentioned Tweeters

  - Twitter Demographics

  - Top Tweeters

  - Top News Author

  - Top Forum Authors

  - Top Blog Authors

- The **tab** and **component** free text search filter will not allow searching for banned fields. The list of banned fields are:

  - author

  - url

  - engagingWith

  - channelId

- engagingWithGuid

- weblogTitle

- at_mentions

- guid

- blogName

- taggedUsers

- rootBlogName

- parentBlogName

- parentPostId

- rootPostId

- authorId

- pageId

Dashboard Exports

- When exporting data from dashboard components, the author name and avatar will be hashed.

Channels

- You will not be able to create Twitter channels, this tab in the Queries area will not appear. Facebook, Instagram and LinkedIn Channels are still permitted, as they can only track public Pages.

Social Panels

- You will only be able to use Ready to Use social panels across the application.

- You will not have the option to create your own social panels.

Author Lists

- Author lists will continue to work, but only with hashed values.

- Adding an author to an author list via a dashboard component will do this for you.

- Trying to add a non-hashed value with fail the validation.