**What is Personally Identifiable Information (PII)**

Personally identifiable information (PII) is any piece of information that is unique to a specific person and can be used to identify a person. This can be a variety of things such as full name, telephone numbers, bank details, photos, etc.

It is important to know that PII is not only information to identify your own personal PII, but also anyone else’s PII such as an address where there may be many residents and may still be considered PII.

**GDPR**

**What is GDPR and personally identifiable information**

The General Data Protection Regulation (GDPR) is a standardized law for data protection and privacy in the European Union. It regulates the processing of personal data in order to protect it. The term “personal data” relates to any information that makes a person identifiable (also known as PII or personally identifiable information). “Processing” means any operation such as storing, sharing, collecting, etc. of that personal data.

For more information about GDPR, common GDPR violations and guidelines on how to avoid them, please review again the [GDPR Academy course](https://www.utest.com/academy/tracks/30/courses/gdpr).

**Some Privacy laws to consider**

When considering the details of what PII is, it is also important to consider the privacy laws of the country you are testing for. What is PII in Europe may not be PII in the United States.

* The European Union: [General Data Protection Regulation (GDPR)](https://gdpr-info.eu/)
* The United States: [California Consumer Privacy Act (CCPA)](https://oag.ca.gov/privacy/ccpa) (There is a variety of federal and state laws, this is just an example)
* Canada: [The Personal Information Protection and Electronic Documents Act (PIPEDA)](https://www.priv.gc.ca/en/privacy-topics/privacy-laws-in-canada/the-personal-information-protection-and-electronic-documents-act-pipeda/)
* Brasil: [Lei Geral de Proteção de Dados - (LGPD)](https://www.gov.br/defesa/pt-br/acesso-a-informacao/lei-geral-de-protecao-de-dados-pessoais-lgpd)
* Australia: [Consumer Data Right (CDR)](https://www.oaic.gov.au/consumer-data-right/what-is-the-consumer-data-right/)
* South Africa: [Electronic Communications and Transactions Act](https://www.internet.org.za/ect_act.html)
* Japan: [Act on the Protection of Personal Information](http://www.cas.go.jp/jp/seisaku/hourei/data/APPI.pdf)

**Why should you blur PII?**

You should block, blur or cut out personally identifiable information for 2 reasons:

1. To protect yourself and others
2. In order for uTest and customers to protect people’s data within laws and regulations

**What information do I blur/block?**

Here are some examples (but not limited to) of personally identifiable information that testers may be required to redact:

* Full Name
* Telephone number
* Home address
* Owned properties (e.g. VIN - Vehicle Identification Number)
* Biometric data (e.g. fingerprints)
* Bank details (e.g. Full IBAN number, Account number, Credit card numbers)
* Driver’s license number
* National identification number (e.g. SSN - Social Security Number)
* ID or passport number
* Photos
* Race
* Ethnic origin
* Political opinions
* Religious or philosophical beliefs
* Genetic data (e.g. your DNA)
* Login details (e.g. an email address contains the full or last name and password)
* Media access control (MAC)
* Internet Protocol (IP) address
* Device IDs
* Cookies
* Keyboard while typing any PII

**Things to remember:**

* It is important to remember that each customer may have different requirements on what needs to be redacted. This may depend on the type of data involved, customer policies and country/countries involved
  + For example, you may be asked for partial redaction in which you should redact only the last few letters/digits of the information or redact the fields with a color that is the same as the background
  + For this reason, it is very important to fully read the test cycle overview in order to understand the customer's PII redaction instructions. If at any time you are unsure of what to redact, consult with a TTL/TE
  + **Note:** Some projects may request you to record the entire flow with your real data such as name, address, email, phone number, credit/debit card information, password, etc. In these cases, the TTL/TE of the project will review and take the proper action in order to hide any sensitive information before the videos are provided to the client
* Blocking should be done in a presentable fashion since the customer will be viewing these documents, images and videos

**Images: How to blur/block PII?**

You can use any image editing software, such as MS Paint or Mac Preview. Use a solid black box to cover only the PII.

**Windows**

[**https://www.youtube.com/watch?v=CWhdLxdyXgU**](https://www.youtube.com/watch?v=CWhdLxdyXgU)

1. Open the MS Paint software
2. Press CTRL+O or click File > Open > Select your file
3. Click on Rectangle in Shapes
4. Select Fill > Solid color
5. Set **Color 1** and **Color 2** to the **black** color
6. Only redact the PII
7. Save the file

**macOS**

[**https://www.youtube.com/watch?v=Iebyto9QSv0**](https://www.youtube.com/watch?v=Iebyto9QSv0)

1. Open the Preview software
2. Select the file and click on Open
3. Click on the Show Markup Toolbar
4. Click on Fill Color and select black color
5. Click on Shapes and select rectangle
6. Resize the rectangle and move it over to PII
7. Click on File and Save

**Things to remember:**

* Make sure that the blocking covers all of the PII text entirely without overlapping field labels or other fields. There should be a visible gap between the redaction box and the other text or line
* Redaction box should be per field for single character fields, without crossing the entire series of values
* All screens and pop-ups with PII such as emails, email alerts, chats, chat alerts, etc. need to be redacted

**Full website page capture**

**MS Edge**

[**https://www.youtube.com/watch?v=0J0igOxsByw**](https://www.youtube.com/watch?v=0J0igOxsByw)

1. Click on the three dots menu on the upper right corner
2. Select Web Capture
3. Click on Capture full page
4. Click on the Save button
5. Redact PII from the screenshot as explained in the [Images: How to blur/block PII?](https://www.utest.com/academy/tracks/44/courses/images-how-to-blur-block-PII) course

**Firefox**

[**https://www.youtube.com/watch?v=veGhF5qd668**](https://www.youtube.com/watch?v=veGhF5qd668)

1. Right-click on an empty section of the page
2. Select Take Screenshot
3. Select the Save full page option
4. Click on the Download button
5. Redact PII from the screenshot as explained in the [Images: How to blur/block PII?](https://www.utest.com/academy/tracks/44/courses/images-how-to-blur-block-PII) course

**Chrome**

[**https://www.youtube.com/watch?v=iAQ4Zs1VDrw**](https://www.youtube.com/watch?v=iAQ4Zs1VDrw)

Note that there is no default method to capture the entire page for Chrome browser. However, you can capture a screenshot just as we have explained in the [Academy Screenshots](https://www.utest.com/academy/tracks/37/courses/basics-screenshots) course and then redact the PII info as explained previously in this course.  
If the cycle requires capturing the entire page strictly, then the method below can be used, or ask the TE of the cycle if they prefer to use a specific method.

**Go Full Page Extension**

1. Add GoFullPage - Full Page Screen Capture extension from [here](https://chrome.google.com/webstore/detail/gofullpage-full-page-scre/fdpohaocaechififmbbbbbknoalclacl)
   * Alternatively, go to **Chrome Web Store** > Search for **GoFullPage** - **Full Page Screen Capture** > Open it
2. Click on the **Add to Chrome** button
3. Click on the **Add Extension** button from the popup that appears
4. You will find the GoFullPage icon on the **top right corner**
5. **Note**: If it isn't visible, click on the puzzle icon, then on the pin icon next to the GoFullPage extension
6. Open the website page where you want to take a full page screenshot
7. Click on the GoFullPage extension icon from the top right corner
8. Click on the Download Image icon
9. Click Allow when the permission pop-up message shows up
10. Open it and redact the PII as explained in the [Images: How to blur/block PII?](https://www.utest.com/academy/tracks/44/courses/images-how-to-blur-block-PII) course

**Print - Save as PDF Method**

1. On Chrome browser, open the website page where you want to take a full page screenshot
2. Click on three dots on the upper right corner and select **Print (CTRL+P)**
3. For the destination, select **Save as PDF**
4. If there are more than one page, click on More Settings, and select the **Tabloid** Paper size from the drop-down list
5. Click **Save**
6. Select the location and type the file name
7. Click **Save**
8. Open it and redact the PII from the PDF as instructed in the [PDF: How to blur/block PII?](https://www.utest.com/academy/tracks/44/courses/pdf-how-to-blur-block-PII) course

**Capture full-size Screenshot through the developer tools**

1. On the Chrome browser, open the website page where you want to take the full page screenshot
2. Click on three dots in the upper right corner
3. Select **More Tools** > **Developer Tools (F12/Ctrl+Shift+I)**
4. Click on the **three dots** on the top-right corner of the Developer Tools window and select **Run command**. Or, you can press **Ctrl+Shift+P** on Windows or **Command+Shift+P** on Mac
5. Type **Screenshot** in the search box, and select **Capture full-size screenshot**
6. Open it and redact the PII as explained in [Images: How to blur/block PII?](https://www.utest.com/academy/tracks/44/courses/images-how-to-blur-block-PII) course

**Safari**

[**https://www.youtube.com/watch?v=fUZHMR4m9Fo**](https://www.youtube.com/watch?v=fUZHMR4m9Fo)

Note that there is no default method to capture an entire page for Safari browser. However, you can capture a screenshot just as we have explained in the [Academy Screenshots](https://www.utest.com/academy/tracks/37/courses/basics-screenshots) course and then redact the PII info as we have explained in this course.  
If the cycle requires capturing the entire page strictly, then one of the methods listed below can be used, or ask the TE of the cycle if they prefer to use a specific method.

1. On Safari, open the website page where you want to take a full page screenshot
2. Click on **File** > **Export as PDF**
3. Save the file
4. Right click on the PDF file
5. Open it with Preview
6. Click on **File** > **Export**
7. Select PNG or JPEG for the format
8. Click Save
9. Open it and redact the PII as explained in [Images: How to blur/block PII?](https://www.utest.com/academy/tracks/44/courses/images-how-to-blur-block-PII) course

**iOS**

[**https://www.youtube.com/watch?v=y\_erPjl7oiw**](https://www.youtube.com/watch?v=y_erPjl7oiw)

1. Open the website page where you want to take a full page screenshot
2. Take a screenshot:
   * **Old iPhone models:** Press the home and power/side buttons together
   * **New iPhone models:** Press the power and volume up buttons together
3. Tap on the screenshot
4. Open on the **Full Page** tab
5. Tap on **Done**
6. Click the Share icon on the top right and send it to your computer
7. Redact the PII from the PDF as instructed in the [PDF: How to blur/block PII?](https://www.utest.com/academy/tracks/44/courses/pdf-how-to-blur-block-PII) course

**Android**

**Native Built-in feature**

[**https://www.youtube.com/watch?v=WhtUbZFH-uA**](https://www.youtube.com/watch?v=WhtUbZFH-uA)

<https://www.youtube.com/watch?v=qx8jISb4gY0>

1. Go to the website page that you want to capture
2. Depending on your phone, perform any one of the below options to capture the screenshot:
   * Press and hold the Power and Volume down buttons at the same time for a few seconds
   * If that doesn’t work, press and hold the Power button for a few seconds and then tap Screenshot
   * If neither of these work, go to your phone manufacturer’s support site for help or just google it
3. Depending on your phone, tap on **Scroll** or **Capture more** button
   * **Scroll:** Scroll down increasing the screenshot area till the end of the page, and open the screenshot
   * **Capture more:** Extend the screenshot’s bottom edge till the end of the page, and tap on Done or Save
4. You can find the screenshot inside the screenshots folder of your gallery
5. Open it and redact the PII as described in the [Images: How to blur/block PII?](https://www.utest.com/academy/tracks/44/courses/images-how-to-blur-block-PII) course

**Mobile Google Chrome**

<https://www.youtube.com/watch?v=Pb-BFI3U2C0>

1. Make sure you have Google Chrome version 96+ installed on your mobile device, you can check that from **Chrome Settings** > **About Chrome**
2. Open the Chrome browser
3. Open the page you want to capture
4. Tap on the **three dots** on the upper right corner
5. Tap on **Share**
6. Choose the **Long Screenshot** option from the menu
7. Scroll down and use the bottom arrows to select the whole page
8. Tap on the **Check** icon
9. Tap on Next, and then select the **Save to device only** option
10. Open the screenshot on your Computer and redact the PII as explained in the [Images: How to blur/block PII?](https://www.utest.com/academy/tracks/44/courses/images-how-to-blur-block-PII) course

**PDF: How to blur/block PII?**

**LibreOffice (for both Windows and Mac users)**

[**https://www.youtube.com/watch?v=5qUTjULzWnY**](https://www.youtube.com/watch?v=5qUTjULzWnY)

1. Download, install and open the [LibreOffice](https://www.libreoffice.org/download/download/) software on your computer
2. Click on Open File and select your file
3. If the PDF is editable, select the PII that needs to be redacted and replace it with a placeholder value or remove it
4. And the second way to hide PII is to cover it with a box. Whether the PDF is editable or non-editable, you can block the personal info with a box
   1. Click on **Tools** > **Redact** > **Rectangle**
   2. Block the text that needs to be covered and adjust the box to block only the PII
   3. You can also adjust the position and size of the box on the right panel (Properties section)
      * *Optional: Change the Line transparency to 100% to hide the box line after exporting*
5. Check and ensure that it follows the redaction guidelines
6. Click on **Tools** > **Redact** > **Export Redacted PDF (White) OR Export Redacted PDF (Black)**
   1. **Export Redacted PDF (White)**: The redaction box will be displayed as white and the file will become non-editable
   2. **Export Redacted PDF (Black)**: The redaction box will be displayed as black and the file will become non-editable
      * **The Export Preview PDF** option is to create a PDF copy of the document. In this version, the PII in the redacted areas can still be reviewed, and the file remains editable (if it was editable before). You can use this option to check if all the PII have been covered before the redaction is finalized. Remember, you must still finalize it by exporting with either the Export Redacted PDF (White) or Export Redacted PDF (Black) option.
7. Rename the file and click Save
8. Open the file for a final check

**Things to remember:**

* Make sure that the blocking covers all of the PII text entirely without overlapping field labels or other fields. There should be an appropriate gap between the redaction box and the other text or line
* Redaction boxes should be per field for single character fields, without crossing the entire series of values
* Make sure that the text and link cannot be copied and pasted after redaction
* Always verify that the PDF is properly flattened by testing that the link is no longer active
* Ensure that any redacting effects are removed (e.g. edit boxes)

**Videos: How to blur/block PII?**

Blurring a video requires video editing software that has a feature for blurring or blocking portions of the video.

**VSDC Video Editor (for Windows)**

[**https://www.youtube.com/watch?v=oXh4fA5eYow&embeds\_widget\_referrer=https%3A%2F%2Fwww.utest.com%2F&embeds\_referring\_euri=https%3A%2F%2Fcdn.embedly.com%2F&embeds\_referring\_origin=https%3A%2F%2Fcdn.embedly.com&source\_ve\_path=Mjg2NjY**](https://www.youtube.com/watch?v=oXh4fA5eYow&embeds_widget_referrer=https%3A%2F%2Fwww.utest.com%2F&embeds_referring_euri=https%3A%2F%2Fcdn.embedly.com%2F&embeds_referring_origin=https%3A%2F%2Fcdn.embedly.com&source_ve_path=Mjg2NjY)

1. Download and install the [VSDC free video editor](https://www.videosoftdev.com/free-video-editor/download) software
2. Open VSDC Video Editor and close the Upgrade Now popup window
3. Click on Import content and select your video file
4. Type the project title and click the Finish button
5. Jump to the frame where the personal info needs to be blurred by dragging the progress line
6. Click on **Video effects** > **Filters** > **DeLogo**
7. Set the object's position in the timeline to “From manual position” and define the duration, then press OK
8. Adjust the position and size to block only the PII
9. You can readjust the duration of the DeLogo filter
   * From the timeline window
   * Or from the Properties window: Set the “Object creation time” which is the start point and set the “Object drawing duration”
10. You can also add another blur to a different timeline
11. Review the video and ensure that PII has been blocked within the video
12. Navigate to Export project
13. Select **Web** for the media device > **MP4** as the output format > Click on the **Change name** button to select the location of the output file
14. Click on **Export project** and Continue
15. Once the export is finished, open the output file for a final check

**iMovie (for macOS)**

[**https://www.youtube.com/watch?v=9o1sN62LpJ8**](https://www.youtube.com/watch?v=9o1sN62LpJ8)

If iMovie is not already installed on your computer, you can get it from the App Store for free.

1. Open the iMovie software
2. Click on **Create New** and select the **Movie** option
3. Drag and drop the video into the timeline below
   * Alternatively, you can click on **Import Media** and select the video and import
4. Determine the starting point of the PII on the timeline
5. Drag and drop the block image above the video block in the timeline
   * **Note:** Create a rectangle block in any image program for blocking PII (refer to [this course](https://www.utest.com/academy/tracks/37/courses/screenshot-macOS) in the Academy) or download a blurred image
6. Select the block rectangle and click on the **Overlay** menu from the upper right menu
7. Choose **Picture in Picture** and set **Dissolve** to **0**
8. Readjust the size and position of the block rectangle to cover the PII
   * If the PII is visible during scrolling, click on the **Add a new keyframe at the playhead** button, move the timeline by arrow keys and move the block to cover the PII
9. Determine the end point of the PII and move the image block to that point
10. If another blurring is needed, drag and drop the block image again into the timeline and repeat steps 6 to 9
11. Review the video and make sure all the PII are blurred
12. Select **Projects** from the top menu and type the name of the project, then click OK
13. Go to the project’s context menu (**three dot** icon when hovering over the project name) and select **Share Project** > **File**
14. Select **720p** for **Resolution** and **Faster** for **Compress**, and click on Next
15. Select the location of the file where you want to save and click Save
16. Open the output file for a final check

**ScreenPal (for Windows and Mac - Paid version)**

[**https://www.youtube.com/watch?v=lZ89WJwV9yQ**](https://www.youtube.com/watch?v=lZ89WJwV9yQ)

1. Download and install the [ScreenPal (formerly ScreenCast-O-Matic)](https://screenpal.com/download" \t "_blank) software
2. Open ScreenPal and sign in
3. Click on the **Import** button on the upper right corner
4. Select the video and click **Open**
5. Click on the imported video and select **Edit**
6. Find the point where PII starts on the timeline
7. Click on **Tools** > **Overlay** > **Blur**
8. Adjust the box to cover the PII
9. Find the point which PII ends and extend the blur till the end point
10. Review the video to ensure that the PII is blurred from its beginning to end
11. Click **Done** > **Save As**
12. Select **MP4** > Enter a **Filename** > Select **Folder** and then click **Publish**
13. Wait until the file is published
14. Open the output file for a final check

**Note:** The free version of the app doesn’t include the Edit feature. So, the user needs to pay for a subscription in order to use the features above. Each individual user is responsible for ensuring their use of this software within the terms of the end-user license agreement.

**Kdenlive (for Windows, Mac and Linxus)**

[**https://www.youtube.com/watch?v=PMYNJWDvdYU**](https://www.youtube.com/watch?v=PMYNJWDvdYU)

1. Download the [Kdenlive](https://kdenlive.org/en/download/" \t "_blank) software
2. Install the software if you download the Installable version
3. Open the Kdenlive app
4. Changing the Project Settings (Optional)
   1. Click on the Project menu
   2. Open Project Settings
   3. Select HD 1080p 30 fps or HD 720p 30 fps to decrease the file size
   4. Click on the "OK" button
5. Importing the Video File
   1. Click on the "Project" menu
   2. Select Add Clip or Folder
   3. Select the video
   4. Click on the "OK" button
6. Cutting the Video Part
   1. Drag the imported video to the timeline
   2. Locate which part of the video you want to be blurred
   3. Click on the Razor icon or press X to use Razor Tool
   4. Cut the video part that needs to be blurred
   5. Click the "Cursor" icon or press "S" to go back to the Selection Tool
7. Blurring the Video Part
   1. Full
      1. Click on the Effects tab
      2. Select Square Blur (recommended, but you can also select other blur options)
      3. Drag it to the video part you want to be blurred
      4. You can adjust the Kernel size to increase/decrease the blur intensity
   2. Specific Area
      1. Click on the Effects tab
      2. Expand the Alpha, Mask and Keying section
      3. Select Obscure and drag it to the video to apply
      4. Click the video in the timeline
      5. In the project monitor, adjust the blur area to cover the PII
      6. Add more blur as needed
8. Exporting the Video
   1. Click on the "Project" menu
   2. Select "Render" option
   3. In the Render dialog box
      1. Select MP4 format in the Generic folder under the Presets section
      2. Check the More options
      3. Uncheck the Audio option if audio is not needed for the video
      4. You can change the directory and the output file name by clicking on the Document icon beside the Output file field
         1. Select the desired save file location and enter the file name
         2. Click on the "Save" button
      5. Click on the "Render to File" button
      6. Recheck the exported video to see if you have covered all the PII

**InShot (for Android and iOS)**

[**https://www.youtube.com/watch?v=jqw3uRch3Ik**](https://www.youtube.com/watch?v=jqw3uRch3Ik)

1. Download and install InShot from the [Play Store](https://play.google.com/store/apps/details?id=com.camerasideas.instashot&referrer=utm_source%3DOfficialwebsite)and [App Store](https://apps.apple.com/us/app/inshot-video-editor/id997362197)
2. Open the InShot app
3. Importing the Video File
   1. Tap on the "Video" icon
   2. Tap on the "New" button
   3. Select the video you want to edit
   4. Tap on the "Check" icon
4. Blurring the Video
   1. Swipe the timeline to where you want to blur the video
   2. Tap on the "Sticker"
   3. Select "Detail" option
   4. Adjust the box to cover the area you want to blur
      * It is also wise to cover or blur the keyboard when typing Personal Identification Information or passwords
   5. Increase the blur intensity and size so it will perfectly hide the area
   6. Tap on the "Check" icon after done
   7. Adjust the duration of the blur by holding the Left or Right arrow icon within the timeline
   8. Add more blur as needed
   9. Once done, tap on the "Check" icon
5. Exporting the Video
   1. Tap on the "Save" link in the upper right corner
   2. Select the desired exporting format. We would recommend as following to reduce the file size:
      * Resolution 720p
      * Frame Rate 30 fps
      * Format MP4
   3. Tap on the "Save" button
   4. Recheck the exported video to see if you have covered all the PII

**Things to remember:**

* When redacting PII from any videos, make sure to redact the entire appearance of the PII, from beginning to end trying not to redact too much of the screen. One tip is to redact the PII when static, then create a second redaction for when the PII is moving
* Remove anything outside the test case flow (e.g. setting up a payment method like Apple Pay may be necessary for you to complete a test case but may not be something that the customer needs to see)
* Cut any parts of the video where the platform or testing sheets (e.g. testing forms, spreadsheets, testing documents, etc.) are shown or do not record these screens at all in order to avoid publicizing customer information outside the uTest platform
* All screens and pop-ups with PII such as emails, email alerts, chats, chat alerts, etc. need to be redacted
* Make sure you blur or block the keyboard on your mobile device to prevent revealing your personal information, passwords, or any sensitive information