

Beta Overview Guide

PII Masking: Inbox & Agent View Support

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Sprout Social is taking privacy protection to the next level by introducing a solution to identify and mask personal identifiable information (PII) within the Inbox and agent workspace. We're excited to invite you to try it for free as part of our limited-time beta. After the beta period ends, this will become a paid offering. The transition is expected in June, and we're happy to provide pricing details if you'd like to learn more.

Brands like yours face increasing challenges in managing personal data shared via social media. You need solutions to comply with strict data privacy regulations, safeguard customer information from potential insider threats, and resolve customer care inquiries effectively. Balancing these priorities requires tools that ensure security, maintain trust, and streamline the handling of sensitive information.

This feature delivers the tools you need to handle sensitive data of your choosing with confidence and precision by masking the PII you receive.

Features included in beta

This beta **includes** the following functionality:

- The ability to identify and mask the following PII from Facebook, Instagram, X, and WhatsApp direct and private messages within the Inbox and agent workspace:
 - Phone Number
 - Email
 - URL
 - Social Security Number (SSN)
 - Credit Card Number
- The ability to pick and choose which PII to mask or not mask.
- The ability to report missing PII masking.
- The ability to mask PII on the Sprout mobile app.

This beta **doesn't include** the following:

• The ability to report missing PII masking on the Sprout mobile app.

How-to

Using PII masking is simple. Once we've enabled this feature for you, we will automatically begin masking the PII that comes into your inbox from Facebook, Instagram, and X, including:

• Phone Number

- Email
- URL
- SSN
- Credit Card Number

		My email is a second second and my website is									0			
		<u>Nov 25, 2024</u>												
								Thanks, but we don't			need it			
										Sent	by Tim D.	<u>Nov 25, 20</u>	24	
		Oh okay,	cool co	ool coo	bl									
		<u>Nov 25, 2024</u>												
	. x	maryf @ma	rytester	12345										
	Enter a	reply												
	Ŧ	+	멅	0	Ĉ	<u>R</u>								
	🗸 Mark	< All Complete										Send	ł	~
Тс	selec	t which P	ll to m	nask	or ur	าmas	sk:							

See the below screenshot for an example of what this will look like.

- 1. Navigate to your **Settings**
- 2. Click Data Masking under the Brand Trust & Safety section
- 3. Toggle on or off the data you wish to mask or unmask

Changing these settings will update masked data in past and future messages.

Enterprise Plan QA Enterprise	Data Masking	لى <u>Export edit logs</u>							
Account Personal Settings Account Settings	Preset Data Masking Rules (5) Mask specific data within private and direct message conversations.								
Security Groups & Social Profiles Roles & Team Members	Changing these settings will update ma	asked data in past and future messages. Created by ≑ Status ≑							
Brand Trust & Safety	Credit card	Sprout Social							
Data Masking	Email	Sprout Social							
Tag Management	Phone Number	Sprout Social							
Approval Workflows Notifications	Social Security Number	Sprout Social							
Integrations Automated Rules Macros	URL	Sprout Social							

To report an instance where we have missed masking PII:

- 1. Hover over the message with the PII and select the three dot menu that appears
- 2. Click Report unmasked PII



We will confirm success (or failure) with a toast notification in the lower right hand corner of your screen.

Providing feedback

The Sprout team is eager to hear your feedback on PII Masking. Our goal is to understand if this feature is as accurate as you'd expect and if it fulfills your compliance needs. We'd also like to know how you'd prefer to customize or configure this feature in the future.

Contact <u>sprout-beta-pii-masking@sproutsocial.com</u> or your Sprout representative to share your feedback, whether positive or negative, and request any additional enhancements for this feature.