



# Beta Overview

## Guide

PII Masking: Inbox & Agent View Support

# PII Masking: Inbox & Agent View Support

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.

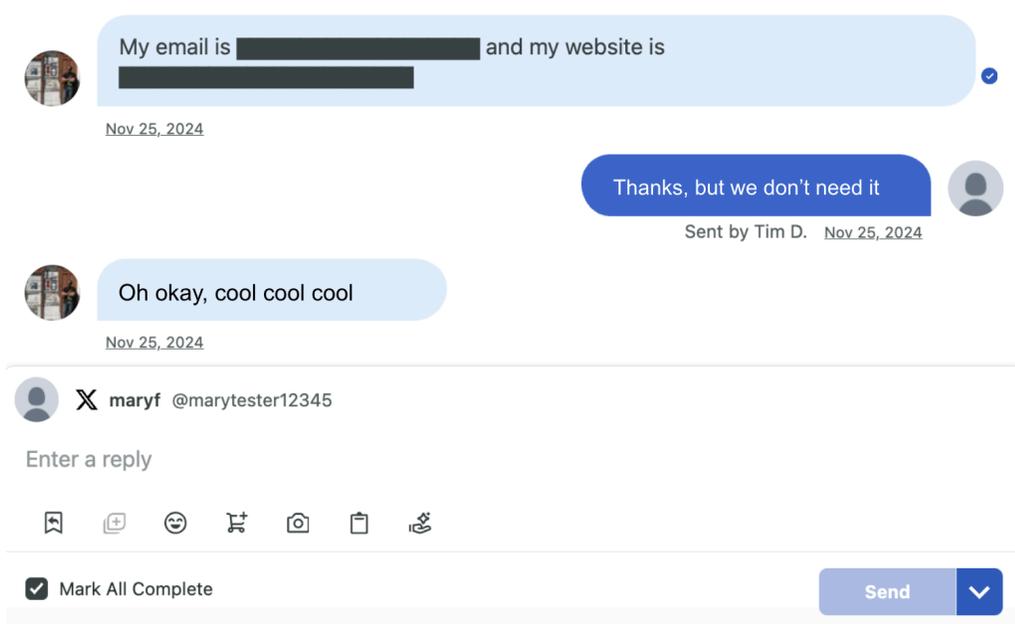
## How-to

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

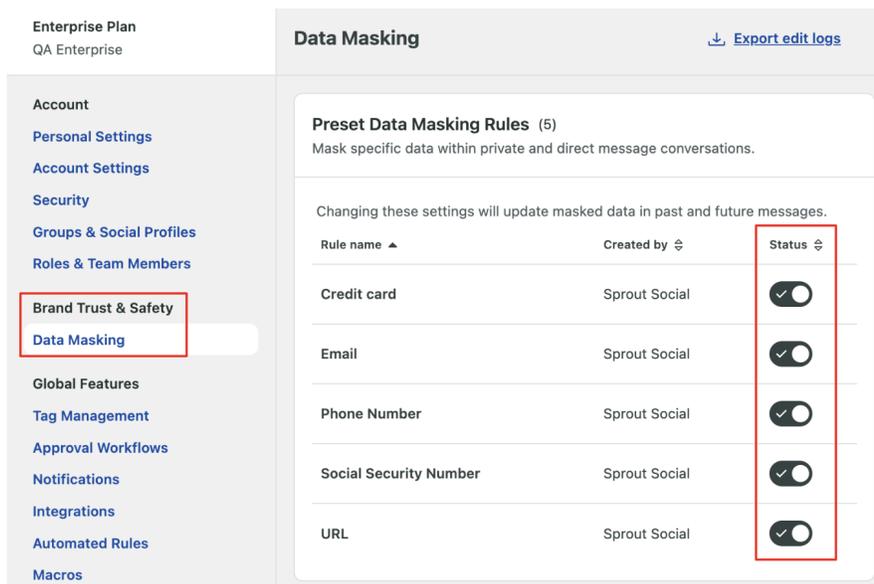
See the below screenshot for an example of what this will look like.



To select which PII to mask or unmask:

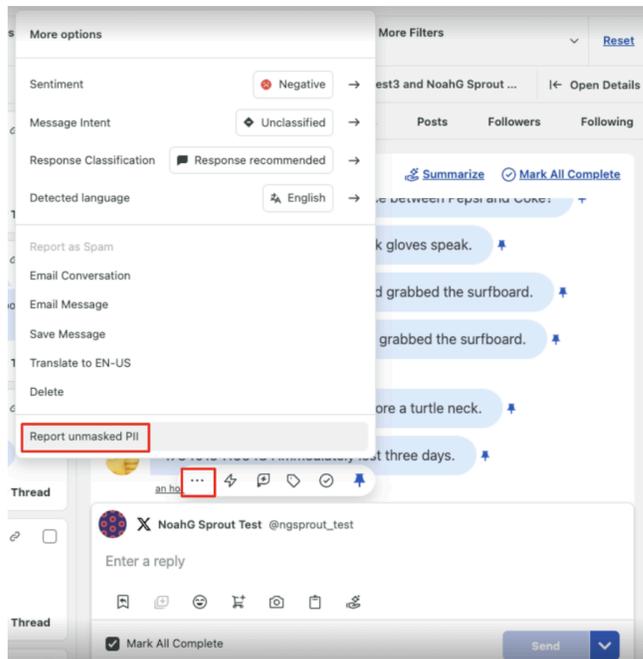
1. Navigate to your **Settings**
2. Click **Data Masking** under the **Brand Trust & Safety** section
3. Toggle on or off the data you wish to mask or unmask

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



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 [sprout-beta-pii-masking@sproutsocial.com](mailto:sprout-beta-pii-masking@sproutsocial.com) or your Sprout representative to share your feedback, whether positive or negative, and request any additional enhancements for this feature.