

fullstory

GUIDE

Your business works hard to earn customers' trust.

FullStory is engineered to help you keep it.



A privacy-first platform built for incredible scale.

No other technology allows you to understand your digital customer experience at the same level of scale—and the same degree of detail—as FullStory. But your business doesn't need every personal detail about your customers in order to understand and radically optimize their experiences.

With this in mind, FullStory built privacy and security into the platform from the ground up. Know your team will get the answers they need to do their jobs without compromising the foundation of trust your business has earned.

Privacy

FullStory's uniquely precise collection technology ensures that sensitive customer content is masked or blocked at the source—in the browser or on the device—so it's never transmitted to or processed by our platform.

Security

With security that exceeds enterprise standards and the paperwork to back it up, you can rest easy knowing FullStory takes security seriously. Ask to see our SOC 2 Type II attestation or ISO 27001 certification.

Responsibility

FullStory is not in the business of data brokerage; we will never sell user data or create digital fingerprints using the data you transmit to our platform. To learn more about our responsibility (and yours), visit fullstory.com/privacy-resources.

Reliability

When it comes to performance and reliability, FullStory's approach is proactive transparency. The FullStory snippet is designed to never impact your user's experience, and you can see the history of app uptime at status.fullstory.com.

Ready for GDPR, CCPA, and your business' unique requirements.



Delete user data via API or from a saved segment



Discard IP addresses or control recording settings by location



Use the FS.consent API to record specific fields only on request

Ship and iterate fearlessly from day one with Private by Default.

FullStory's industry-leading Private by Default technology automatically masks text at the source to ensure no sensitive data leaves the customer's device. Whitelist only the elements known to be safe so you can deploy and iterate quickly without introducing the risk of capturing sensitive data over time.

Unlike other solutions that simply block input fields, Private by Default is personalization-friendly and designed to be the safest solution for dynamic on-page content and input fields.

And, because FullStory creates a high-fidelity, wireframe-like playback experience, your team can understand the shape of the digital experience without sacrificing insights.

We're here to help.

Between our committed Customer Success Managers, Data Privacy Officer, and security experts, we're bound to have answers for your questions. Visit

fullstory.com/privacy-resources to learn more or email: privacy@fullstory.com

The image shows a screenshot of a checkout page from 'lightingstore.com/checkout/payment'. The page includes a product list, a discount code field, a billing address form, and a payment details form. A legend overlay on the left side of the page defines the capture and masking options:

- Full Capture**: A blue box highlighting the entire page content.
- Blocklist**: A grey box representing elements to be blocked.
- Form Privacy**: A grey box representing form fields to be masked.
- Allowlist**: A grey box representing elements to be captured.
- Full Exclusion**: A grey box representing the entire page to be excluded.
- Masked**: A black box representing text that has been masked.
- Excluded**: A grey box with diagonal lines representing text that has been excluded.

The checkout page content includes:

- Checkout** section with a product: Onyx Desk Lamp (\$79.00).
- Discount** code field.
- Subtotal**: \$79.00.
- Taxes (estimated)**: \$9.00.
- Total**: \$88.00.
- Billing Address** form with fields for First name (Jane), Last name (Smith), Address 1, Address 2, City (Sunnydale), State (GA), and Zip code (000000).
- Payment Details** form with fields for Credit Card Number, Expiration date, and Security Code.
- Confirm Order** button.