fullstory

FEATURE OVERVIEW

Private by Default

An industry-leading, privacy-first approach to Digital Experience Intelligence for web and mobile apps

Protect customer privacy with confidence.

With FullStory's Private-by-Default approach to data, you have the power to precisely control your digital experience data–ensuring no unnecessary or sensitive data is ever gathered.

Private by Default means that FullStory only collects information you specifically include, rather than simply skipping over data points that you've opted to exclude. When Private by Default is enabled, you can selectively unmask only the data you need using an allowlist approach.


Reduce risk with every deployment

With Private by Default, your product team can ship quickly and fearlessly without the need to rigorously confirm the appropriate exclusions are perfectly configured. FullStory's privacy-first approach means you can safely update the allowlist after deployment, without the risk of collecting unwanted data in the interim.

Mask text at the source

When Private by Default is enabled, all text elements are masked at the source and never leave your customer's browser or device to reach FullStory's servers. Where some solutions can only mask input fields, FullStory can also mask on-page text that could provide sensitive contextual information.

Unmask precisely, in FullStory or with custom code

Privacy settings allow authorized users to unmask safe elements in FullStory, either one at a time or en masse via CSS selectors. Alternatively, use a code-first approach to manage masking directly from your codebase.
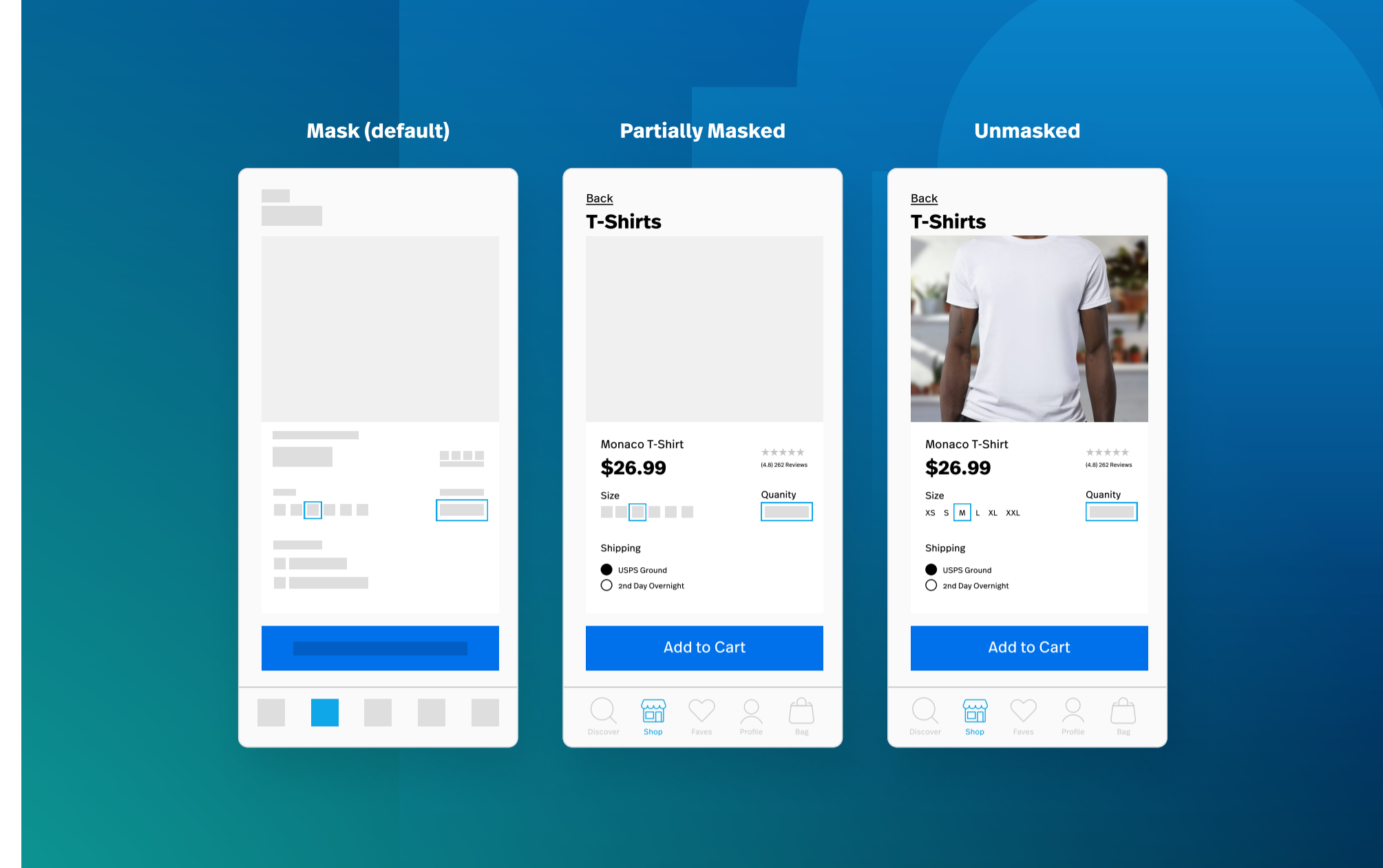
Excluded elements stay excluded

Beyond masking, FullStory requires that sensitive fields, like passwords or credit card numbers, are always completely excluded. Because excluded element rules in FullStory are designed to override masking rules, you can add additional custom exclusions to ensure certain data is totally blocked from playback, event streams, search, and segmentation.

Image-masking for mobile apps

FullStory for Mobile Apps automatically enables Private by Default, and includes even more robust privacy functionality that's specifically designed for native mobile teams. In addition to masking text, FullStory for Mobile Apps can replace images with solid shapes to prevent collecting unnecessary context.

Ready to see the power of Private by Default?

Request your demo of FullStory's Digital Experience Intelligence platform at fullstory.com/demo.