Data Privacy & PII Hashing

Configurations · https://codifycore.com/docs/data-privacy-pii-hashing/

What this does

Data Privacy & PII Hashing secures customer Personally Identifiable Information (PII) before it is transmitted to tracking platforms. By selecting specific customer fields, the system will normalize and SHA-256 hash the data on your server. This allows you to safely send data (like Email, Phone Number, Names, Location, and User ID) to platforms for Advanced Matching, which improves match rates and lowers Cost Per Acquisition (CPA) without exposing raw customer data.

How to configure

1. Navigate to your WordPress admin dashboard.
2. Go to **FluentCart > CodifyCore sGTM**.
3. Open the **Event & Data** tab.
4. Scroll down to the **Data Privacy & PII Control (Hashing)** section.
5. Under **Hash and Transmit**, check the boxes for the specific customer data you want to hash and send (Email Address, Phone Number, First Name & Last Name, Location, External ID).
6. Click **Save Changes**.

Dependencies

- **FluentCart** plugin must be installed and active.
- **CodifyCore sGTM for FluentCart** (Free) plugin must be installed and active.