

This information will go over the functionality to Mass Anonymize User account data. At its core, this allows you to change a shopper's information on their account, orders they had placed, and within Reports. This may be something you need to do in the event your end-user is requesting that a shopper's data be removed from the store.

This process is designed to "scrub" out the user's information so that it no longer appears in the store. Keep in mind, this process cannot be undone and once users' information is anonymized, there is not a way to reverse this at all and the data is no longer available for the users' accounts, within Orders, or Reports. Below is the list of data anonymized as part of this process:

**User Data**

- First / Last Name
- Username
- E-Mail Address
- Phone
- Company / Title
- All addresses in user's address book
- Any Custom User Field data
- User Notes

**Order Data:**

- Customer Information
- Billing & Shipping Address
- Product Personalization Data
- Order Notes
- Payment information (Last 4 of credit card, custom payment response)
- Custom Data Collection responses

Please contact us at [support@brightstores.com](mailto:support@brightstores.com) and we will activate this functionality on your behalf at no additional charge. Once activated, follow the steps in this article to begin the process of anonymizing user data:

<https://support.brightstores.com/article/391-user-data-management>