What Information Does PoliteMail Store?

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Data Processing and Storage by PoliteMail

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The data processed and stored by PoliteMail varies depending on the measurement mode used to send a measured message. The table below provides a summary.

> Required fields are processed and stored as a result of PoliteMail sending with standard application permissions and archive services enabled.

User/Sender Data

DATA ELEMENT	REQUIRED	STORED	PROCESSING	ENCRYPTION
User Email Address	Yes	Yes	User Authentication	AES256
User Role	Yes	Yes	Data Access	AES256
User Password	Optional	Yes (Not w/SSO)	User Authentication	SHA256
User Title	Optional		User Identity	AES256
User Address	Optional		User Notifications	AES256
User Phone	Optional		User Notifications	AES256
User Group	Optional		User Identity & Segmentation	AES256
User Region	Optional		User Identify & Segmentation	AES256

Mailing List & Recipient Data

DATA ELEMENT	REQUIRED	STORED	PROCESSING	ENCRYPTION
Recipient Email Address	Yes	Yes	Email addressing, list membership, subscription mgmt, segmentation	AES256
Recipient Display Name	Yes	Yes	Email addressing/personalization, list membership	AES256
Recipient Time Zone	Yes	Yes	Working hrs for Scheduled Sends	SHA256
Recipient Default Language	Yes	Yes	Browser Setting translation, multi-language Template translation (Beefree)	AES256
Recipient Working Hours	Yes	Yes	Includes working days and start/stop times	AES256

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DATA ELEMENT	REQUIRED	STORED	PROCESSING	ENCRYPTION
Mailbox Type	Yes	Yes	Gathered by default w/MS Graph but not used	AES256
Department, Division, Campus, Building, Manager, other HR attributes as required by Customer	Optional		List management, segmentation	AES256

Message Data

DATA ELEMENT	REQUIRED	STORED	PROCESSING	ENCRYPTION
Email Message	Yes	Optional and temporary (as Draft or Scheduled Send)	Composing and Sending email message	AES256
Sent Time/Date	Yes	Required temporarily for send processing and Scheduled Sends Optional when PMO sent items folder is enabled or when Users use "Save as Draft"	Reporting & analysis	SHA256
Time Zone	Yes	Yes	List management, reporting segmentation	AES256
To	Yes	Yes	Reporting & analysis	SHA256
From, Subject	Yes	Yes	Reporting & analysis	AES256
URLs	Yes	Yes	Click reporting	AES256
Word Count, Image Count, Image Sizes (pixel dimensions)	Yes	Yes	Reporting	AES256

Message Interaction Data

DATA ELEMENT	REQUIRED	STORED	PROCESSING	ENCRYPTION
Device OS, Browser Version, Date & Time	Yes	Yes	Reporting analytics	AES256
Message ID	Yes	Yes	Reporting analytics	SHA256
Recipient ID	Optional based on Measurement Mode	Yes	Reporting analytics	AES256
User Agent	Yes	Partial	Reporting analytics	AES256

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DATA ELEMENT	REQUIRED	STORED	PROCESSING	ENCRYPTION
IP	Yes	Optional via proxy	Reporting analytics	AES256
Geolocation	Yes	Yes	IP reverse lookup to ascertain region/state/province	SHA256
URL Clicked	Yes	Yes	Reporting analytics	AES256
Link ID	Yes (reverse IP lookup) to state/province level	Yes	Reporting analytics	AES256
View Time	Yes	Yes	Reporting analytics	AES256

Data by Measurement Mode

DATA ELEMENT	INDIVIDUAL MODE	ANONYMOUS MODE	AGGREGATE MODE
Sender Email	✔	✔	✔
Distribution List Name	✔	✔	✔
Nested DL/Subgroup	✔		
Subject, Date, Time	✔	✔	✔
Recipient Name, Email	✔	Anonymized	
Recipient IP	✔	Geolocation only	Geolocation only
Recipient User Agent	✔	✔	✔
Open Date, Time, Device	✔	✔	✔
Read Time (secs open)	✔	✔	✔
Clicks (link name and url)	✔	✔	✔

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