

# Data Collection and Storage



The data collected and stored by PoliteMail varies depending on the [measurement mode](#) used to send a measured message. The tables below provides a summary:

## PoliteMail User/Sender Data

DATA ELEMENT	REQUIRED	STORED	PROCESSING	STORAGE ENCRYPTION
User Email Address	Yes	Yes	User Authentication	AES256
User Role	Yes	Yes	Data Access	AES256
User Password	Optional	Yes (Not with 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, user segmentation	AES256
User Region	Optional		User Identity, user segmentation	AES256

## Mailing List & Recipient Data

DATA ELEMENT	REQUIRED	STORED	PROCESSING	STORAGE ENCRYPTION
Recipient Email Address	Yes	Yes	Email addressing, list membership, subscription management, reporting segmentation	AES256
Recipient Name	Yes	Yes	Email addressing/personalization, list membership	AES256
Recipient Timezone	Yes	Yes	AD working hours for scheduled sends	AES256
Recipient Default Language	Optional		*Browser Setting translation	AES256
Department	Optional		List management, reporting segmentation	AES256
Division	Optional		List management, reporting segmentation	AES256
Campus	Optional		List management, reporting segmentation	AES256
Building	Optional		List management, reporting segmentation	AES256
Manager	Optional		List management, reporting segmentation	AES256
Other HR Attributes If/As Required by Customer	Optional		List management, reporting segmentation	AES256

## Message Data

DATA ELEMENT	REQUIRED	STORED	PROCESSING	STORAGE ENCRYPTION
Email Message	Yes	Optional and temporary (as draft or scheduled send)	Composing and sending email message	AES256
Sent Time/Date	Yes	Yes	Reporting & analysis	SHA256
Time Zone	Yes	Yes	List management, reporting segmentation	AES256
To:	Yes	Yes	Reporting & analysis	SHA256
From:	Yes	Yes	Reporting & analysis	AES256
Subject:	Yes	Yes	Reporting & analysis	AES256
URL's	Yes	Yes	Click reporting	AES256
Word Count	Yes	Yes	Reporting	AES256
Image Count	Yes	Yes	Reporting	AES256
Image Sizes (Pixel Dimensions)	Yes	Yes	Reporting	AES256

We optionally gather the following data via the PoliteMail archive service to support working hours sending:

- contact\_email (string): The email address of the user's contact information.
- time zone (string): The time zone of the user's calendar.
- workdays (int): A bitmask representing the workdays of the week for the user.
- day\_start (TimeSpan): The start time for the user's workday.
- day\_end (TimeSpan): The end time for the user's workday.
- mailbox\_language (string): The language of the user's mailbox.

When sending to a list using Graph Expansion for each group member we pull:

- smtp (string): The SMTP address of the user.
- display\_name (string): The display name of the user.
- mailbox\_type (int) : The mailbox type of the user, represented as an integer value.

## Email Interaction Data

MESSAGE DATA	REQUIRED	STORED	PROCESSING	STORAGE ENCRYPTION
Device OS	Yes	Yes	Reporting Analytics	AES256
Browser Ver	Yes	Yes	Reporting Analytics	AES256
Date & Time	Yes	Yes	Reporting Analytics	AES256
Message ID	Yes	Yes	Reporting Analytics	SHA256
Recipient ID	Optional individual or anonymized	Yes	Reporting Analytics	AES256
User Agent	Yes	Partial	Reporting Analytics	AES256
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/prov level	Yes	Reporting Analytics	AES256
View Time	Yes	Yes	Reporting Analytics	AES256

## Data by Measurement Mode

Data Collected / Stored	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 (seconds open)	✓	✓	✓

<b>Data Collected / Stored</b>	<b>Individual Mode</b>	<b>Anonymous Mode</b>	<b>Aggregate Mode</b>
Clicks (link name and url)	✓	✓	✓