



Strip PII with a GTM Variable

Overview

Use this easy-to-install GTM configuration to strip personally identifiable information from URLs before they are collected by Google Analytics.

Publishing [this code](#) as a Custom Variable will strip the following query parameters:

name, email, zip code, address, password, first name, last name, social security number, birth date, cell, home, emergency contact, status, street address, sex, gender, state, apartment, country, date of birth, age, passport, ID, school, university, password, username

Adding, editing, or removing parameters is as simple as editing the third line of code.

```
3 var params = ['name', 'email', 'zipcode', 'address', 'password',  
  'firstname', 'lastname', 'socialsecuritynumber', 'birthdate', 'cell',  
  'home', 'emergencycontact', 'status', 'streetaddress', 'sex', 'gender', 'state', 'apartment', 'country', 'dateofbirth', 'age', 'passport', 'ID', 'school', 'university', 'password', 'username'];
```

Notes for editing query parameters:

- This code will only remove parameters exactly as they are written within the array.
Example: zipcode=xxxxx will be stripped, but zip-code=xxxxx will not be.
- The regex is case-insensitive.

Installation

1. Navigate to the target GTM container, open the “Variables” tab, and choose “New” under “User-Defined Variables.”
2. Name your new variable and select “Custom JavaScript” for variable type.
3. Copy and paste [this code](#) into the field, edit query parameters as desired, and “Save.”
4. Open the “Tags” tab, and select your GA Universal Tracking tag.
5. Click to edit your GA Universal Tracking tag, and select “More Settings.”
6. Under “Fields to Set,” enter “location” for field name and set “value” equal to the name of your variable placed in double brackets - example: {{Name of Scrubber}}

Tag Configuration

Tag type

 **Universal Analytics**
Google Analytics 

Track Type

Page View 

Google Analytics Settings 

{{GA ID Variable}}  

Enable overriding settings in this tag 

Tracking ID 

Inherited from settings variable 

▼ More Settings

▼ Fields to Set

Field Name	Value
location 	{{Name of PII Scrubber}}  

7. Save the edits to the tag, and publish changes to the container.

8. Monitor URLs collected by Google Analytics.

Note: a simple way to find PII is to search “@” under Behavior > Site Content > All Pages. If URLs containing user email addresses are processed after the PII scrub is installed, edits may need to be made to the query parameters.



Resources

[The Everything Guide to PII: What does it know? Does it know things? Let's find out.](#)
[Methods to Strip Queries from URLs in Google Analytics](#)