

Unique User Identifier Hashing

Brief Overview

This solution hashes the end user identifier client side before any information is sent to our analytics servers so that the end user is anonymized within the WalkMe analytics platform, Insights. This is implemented on a system by system basis, meaning it is possible to apply a different hashing function for each system if needed.

[Learn more about Unique User Settings \(UUID\).](#)

Default User Identifier Functionality

For all analytics events that are sent to WalkMe, the user identifier is attached as a property so that events can be tied back to a user's activity in WalkMe Insights.

Identifier Hashing

In order to add an additional layer of security to the collection of the end user identifier, the value of this identifier can be configured to be hashed. WalkMe supports SHA256 base 64 + SALT.

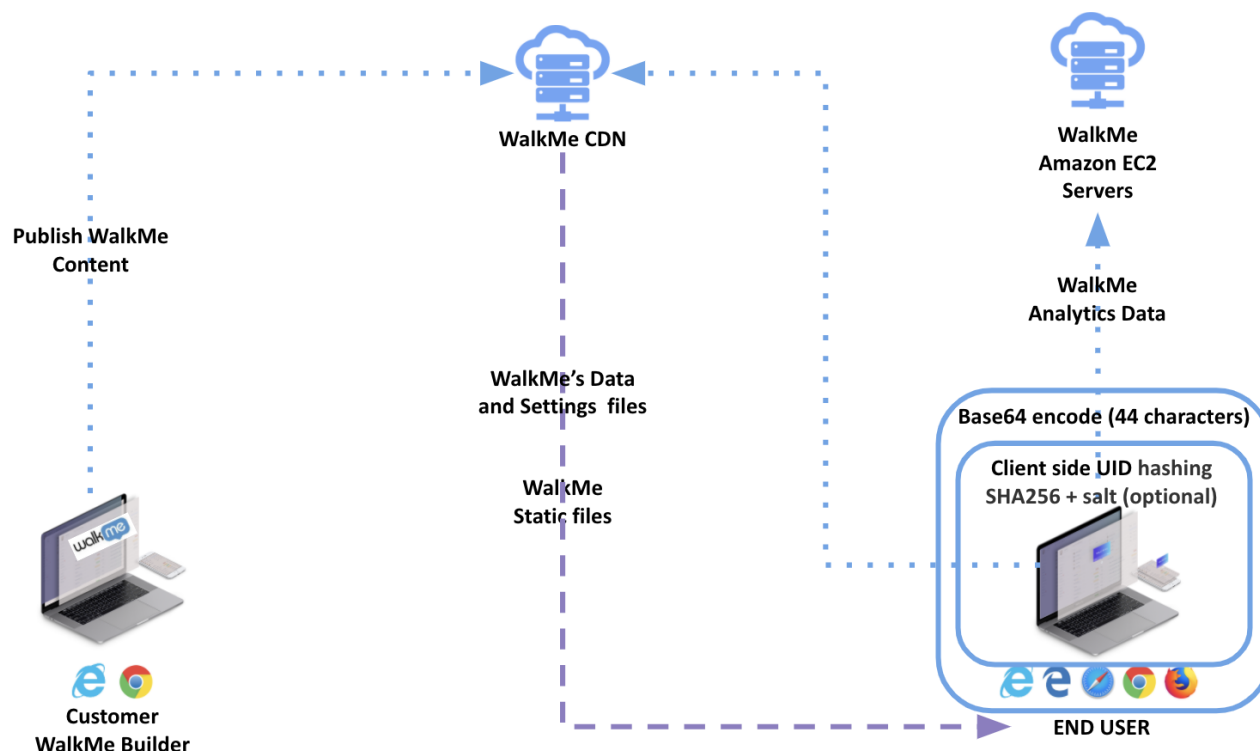
SALT is a random data that is used as an additional input to a one-way function that hashes data, a password or passphrase. Salts are used to safeguard passwords in storage. WalkMe will store this SALT on the client-side for use in hashing the identifier.

When no SALT is defined, the feature will use the regular SHA256 hashing algorithm. The original end user identifier will not appear or be stored anywhere within the WalkMe infrastructure. The hashing function is run client-side on the end-users web browser, and all communication from their browser to the WalkMe infrastructure only sends the hashed UUID value.

Example:

The identity provider sends a value of **adam.br** as the identifier for an end user. Using only the basic hash algorithm, the UUID value for that user will be stored in the WalkMe servers as **LxhaMQBuA3cjHQqujqUmW/YDuHkWuCFjsT2uXs7IDQY**.

Hashing Process – Technical Flow



Applying the end user ID hashing does not impact the WalkMe architecture, and the same rules and configuration apply.

The feature applies as part of the WalkMe Player that is running on the client-side machine. When this feature is applied, the WalkMe Player executes the hashing algorithm. Every analytics event sent to the WalkMe server will be sent with the unique **hashed** unique user identifier.

Note

If you're interested in this feature, please reach out to your WalkMe contact.