

Hashed email passthrough

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Freestar's hashed email passthrough allows a publisher to supply a hashed value for a user's email address to upstream vendors, including Prebid User ID modules and bidders.

Increasing the scale of deterministic user IDs through this method is a significant opportunity for publishers to increase the value of their advertising inventory, especially as coverage of 3rd-party cookies declines.

NOTE: Please ensure that you are complying with any applicable regulations regarding disclosures and obtaining required consent prior to sharing user data with upstream vendors.

Add Users Email Address

Publishers can supply a user's email address as either plaintext or hashed values.

Unhashed Email Address (plaintext)

If providing a users email address as plaintext, i.e. user@freestar.io, a hash of the email will be created before being passed through to upstream vendors.

When a user's email address is known, publishers can call the following function with the plaintext email address:

```
freestar.queue.push(function(){
  freestar.identity.setIdentity({
    email:EMAIL_ADDRESS
  });
});
```

Hashed Email Address

If providing a hashed email address, please note the following requirements:

- Validate the email against a regular expression
- Remove whitespace (spaces, tabs, etc)
- Downcase the email address
- SHA1, SHA256 and/or MD5 hash are supported (SHA256 may be required for some vendors)

When a user's email address is known, publishers can call the following function with the object containing one or more hashes of the users email address:

```
freestar.queue.push(function(){
  freestar.identity.setIdentity({
    hashes: {
      sha1: SHA1_HASH,
      sha256: SHA256_HASH,
      md5: MD5_HASH
    }
  });
});
```