How to Base64 Encode the Email Address in Your Iterable Preference Center

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What you'll learn:

- How to Base64 Encode an Email Address
- How to format the Preference Center URL with Base64

You can Base64 encode the email address in your email preference center by using the Base64 Iterable Merge Tag.

Your Preference Center URL will look like this:

```
https://pref.domain.com?email={{#base64}}{{email}}{{/base64}}
```

You will paste this URL into the Hosted Preference Center section in Iterable,

If you also want to encode the locale/language field in a Multilingual Preference Center, your URL will look like this:

```
https://pref.domain.com?email={{#urlEncode}}{{#base64}}{{email}}{{/base64}}{{/urlEncode}}&language={{#urlEncode}}{{locale}}{{/urlEncode}}
```