Enforcing SHA256 Encryption for Push Planet–Iterable Integrations

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Overview

To optimize account security, Digioh Push Planet recommends enabling SHA256 Encryption Enforcement within the Push Planet integration settings for Iterable.

Enabling this setting enhances subscriber data protection but requires coordinated updates to:

- Preference Center URLs
- Iterable email templates and assets
- Any other locations where the Preference Center link is referenced

This document outlines the required steps and downstream updates.

⚠Important Notes Before Updating⚠

- **Updating the Preference Center Encryption will break existing links to the preference center meaning they will not work for users attempting to update their preferences in an email. For this reason, we advise locating all assets that need to be updated before making the following changes.**
- The previous URL will no longer function properly once encryption enforcement is active.

Access Requirements

To complete this update, you must have:

- **Superuser or Subuser access**
- Access to the appropriate **Push Planet account**

If access is needed, coordinate with the account owner or internal team.

Step 1: Enable SHA256 Enforcement in Push Planet

1. Log into Push Planet: https://account.pushplanet.com/
2. Navigate to **Integrations:** https://account.pushplanet.com/Integration/List
3. Select the specific **Iterable Integration** used for the Preference Center.
4. Click **Auth** or **Connect**
5. Toggle **Enforce SHA256 Encryption** to **YES.** This will generate an updated URL for the Preference Center using the Encryption Key.
6. Save changes.

‼️Important: New Preference Center URL Generated‼️

Once the above steps are taken:

- A **new Preference Center URL** will be generated.
- The previous URL will no longer function properly once enforcement is active.

This means all assets using the old link must be updated.

Step 2: Update Iterable Assets

After enabling SHA256:

1. Update Preference Center URL in Iterable

- Log into the **Iterable account**
- Locate:
  - Email templates
  - Campaigns Journeys
  - Footer modules
  - Any other relevant assets containing a Preference URL
- Replace the old Preference Center URL with the newly generated SHA256-secured URL
- If the Iterable account is using a Hosted ***Unsubscribe URL,*** this URL should be updated to use the newly generated SHA256-secured URL. This will allow future emails to be updated.

2. Validate Dynamic Parameters

Ensure:

- All required user identifiers are still being passed correctly
- No hardcoded legacy URLs remain in older templates

Step 3: QA & Testing

- Send a test email
- Confirm the Preference Center:
  - Loads successfully
  - Properly authenticates users
  - Updates preferences as expected
- Validate unsubscribe functionality