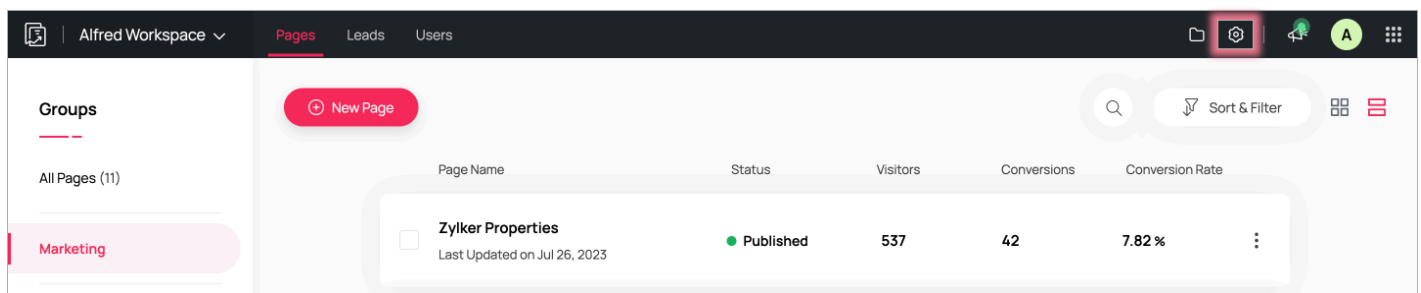# IP Filtering

Zoho LandingPage offers IP filtering with which you can specify the list of IPs that need not collect visitor information from your landing pages.
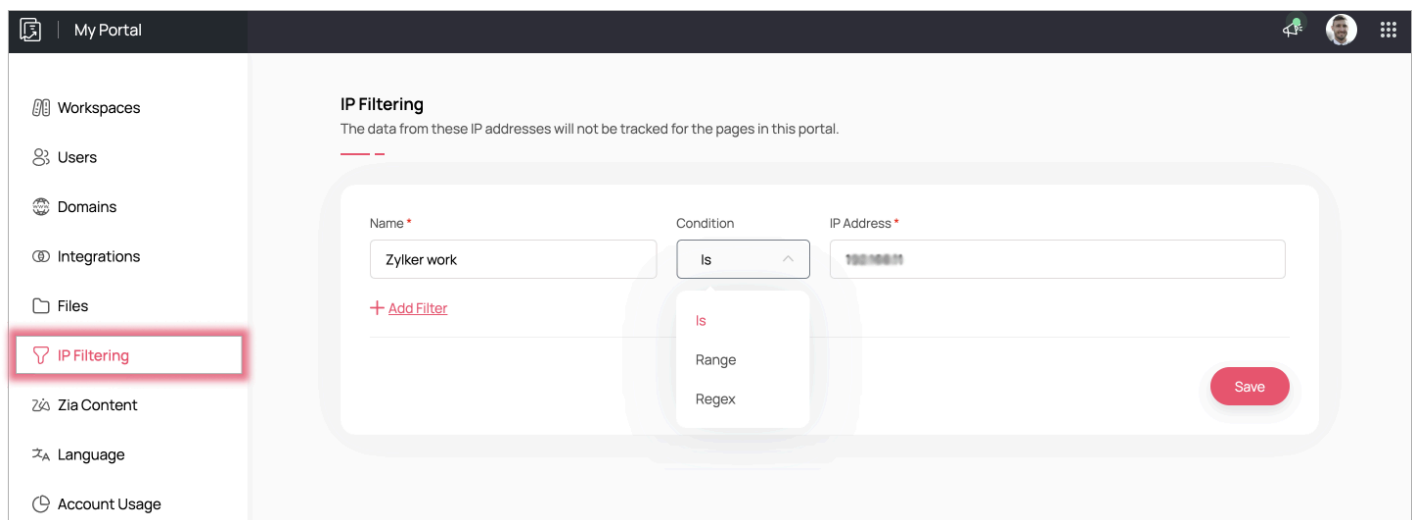
The functionality of IP filtering is to exclude visitor traffic from your organization. Filtering internal traffic ensures the actions of your employees and visitors are not tracked in landing page analytical reports.

To exclude an IP address from your landing page:

1. Click the **Settings icon** on the top bar.

2. Select the **IP Filtering** tab.

3. Provide a name for the filter (for example, "Work").

4. Select a condition from the dropdown such as **Is**, **Range**, and **Regex**.

5. Enter the IP address you want to exclude.

6. You can click the **+Add filter** to create new IP filters.

7. **Save** changes to apply IP filtering.