

# AnalyticDID

## Intelligent De-identification Platform

Digital Transformation

Digital Twin

Big Data

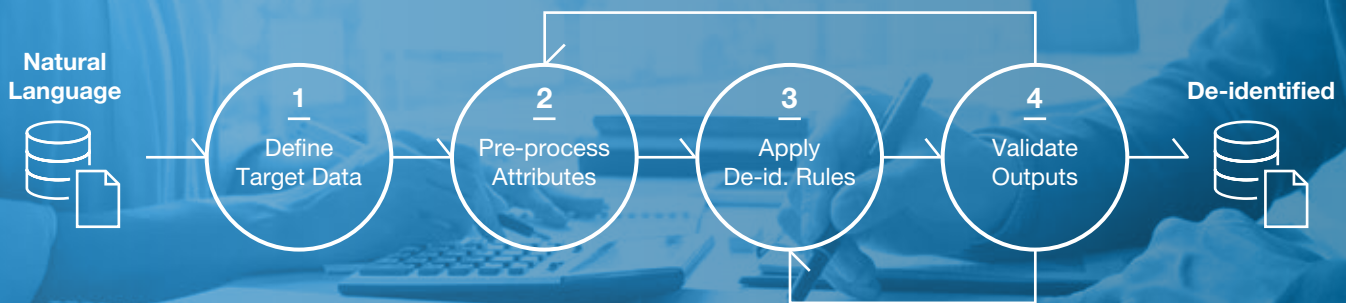
Trust in Privacy

Compliant with :

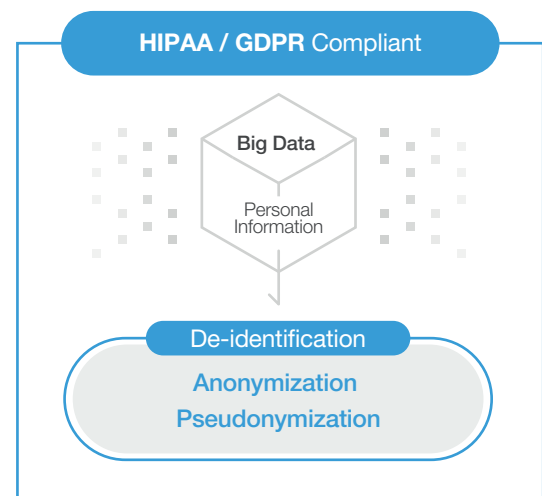


### Unleash the value of big data without compromising security and privacy

AnalyticDID uses data anonymization and pseudonymization techniques to transform personally identifiable information (PII) into data that cannot be used to identify an individual. It focuses on business utility of the data while ensuring privacy. This allows you to effectively analyze large amounts of data without violating privacy regulations.



As organizations gather and compile large amounts of business data to understand trends, gain insights into customer preferences and develop new innovations, they invariably capture a lot of PII. Regulations, such as HIPAA and GDPR, require that data be de-identified or made anonymous for secondary use or analysis. Under the HIPAA regulatory framework, covered entities shall de-identify protected health information (PHI) before using it for any secondary purposes, such as comparative effectiveness studies, policy assessment, and life sciences research. The challenge is that many de-identification tools focus on eliminating personal identifiers, but make it difficult to use the data. AnalyticDID maximizes the analytic utility and insights of data without compromising privacy.



## Intelligent de-identification and more

AnalyticDID de-identifies data using selected methods and models from the broad areas of data de-identification and statistics. It features data analytics and visualization capabilities, so users can simulate the output to balance data utility and privacy. Modeling allows users to select different algorithms and techniques that best meet de-identification, analysis and privacy requirements.

### AnalyticDID helps you:



#### De-identify data

- ✓ Privacy model: k-anonymity, l-diversity, t-closeness, differential privacy, linear sensitivity or combinations
- ✓ Data transformation: Pseudonymization, aggregation, data reduction, generalization, masking or combinations



#### Simulate and balance outputs

- ✓ Transformation degree
- ✓ Value distribution
- ✓ Uniqueness
- ✓ Ambiguity
- ✓ Re-identification risk
- ✓ Utility



#### Comply with regulations/standards

- ✓ HIPAA (Safe Harbor and Expert Determination methods)
- ✓ GDPR (data pseudonymization and anonymization)
- ✓ ISO 20889, ISO 25237



#### Ensure the performance

- ✓ Apache Spark analytics engine
- ✓ In-memory technology
- ✓ Proprietary patented technologies

## About Fasoo

Fasoo has successfully retained its leadership in the data and application security market, deploying solutions for over 1,500 organizations and 2.7 million users globally. Fasoo offers a data security framework that enables organizations to have the highest level of protection against data breach threats through a multi-layered architecture of data-centric security and people-centric policies. Fasoo is seeing continuous improvement in its global market position, based on its unique technology, ongoing R&D and strategic approach to comprehensive product capabilities. Fasoo has also expanded its product portfolio through innovative information-centric content services platform (Wrapsody) and de-identification (AnalyticDID) solutions and services.