

# Introduction to Privitar

## Who are we?

Organizations worldwide rely on Privitar to protect their customers' sensitive personal data and to deliver the uncompromising data privacy that frees them to extract maximum value from the data they collect and manage.

With Privitar's powerful data privacy software, businesses can safely use data to gain valuable insights that support data-driven decisions over intuition to innovate, identify market opportunities, accelerate time to market, acquire and retain customers, improve customer experience, and identify inefficiencies that ultimately grow revenues, reduce costs and increase profitability.

## The Privacy Challenge

In the past, data collected about individuals was limited, spread across multiple systems, and virtually impossible to connect. Today, leading data-driven enterprises are consolidating this data as part of data lakes and big data initiatives. They are hiring data science teams. And executives are demanding leadership base everything from business strategies to personalized customer experiences on this data.

At the same time, the frequency, size and scope of data breaches are on the rise. Sweeping privacy regulations require that organizations implement controls to protect all sensitive personal data with unprecedented fines for those who do not. And customers are voting with their feet, abandoning companies and brands who have lost their trust, which accounts for over 1/3rd of the total costs of data breach.

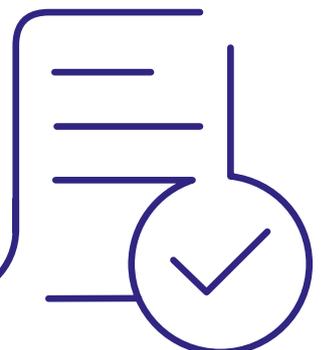
While traditional network and storage security protect data at rest and in-transit, they do nothing when it is in use or once it leaks. These require protection at the data level that travels with the data.

## What is the Privitar Platform?

Privitar enables enterprises to accelerate safe data provisioning by defining, managing and systematically applying consistent data privacy policies across data locations and environments, whether streaming, batch or on-demand. Policies can incorporate a combination of any of the full range of privacy methods based on the context - who will be using what data for what purpose. Accordingly, Privitar creates a Protected Data Domain,<sup>™</sup> which is a use case specific dataset that has the added benefits of:

- > **Enforcing business policies** for data distribution, access and expiration by tagging with immutable metadata.
- > **Controlling data linkability** to optimize utility and minimize re-identification risk
- > **Deterring insider threats** and facilitating forensic investigations via undetectable watermarks that describe data provenance.

## Our clients include



## Fortune 100 Health Insurer with 75M customers

### Challenges & Opportunities

- > Crowdsource 3rd-party data analysis, AI/ML while controlling and tracking data distribution and access of de-identified data
- > Integrate proprietary and 3rd-party data to enrich data for certain analyses
- > Protect data for use in public cloud

### Select Technologies



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### Phased Implementation

- > Two phases for access to data
  1. internal AI/ML
  2. 3rd-party crowdsourcing
- > Three phases of publishing of data
  1. customer profile, history
  2. marketing, enriched customer history
  3. financial, risk

### Benefit

- > Anticipate accelerated and additional insights from expanding number of data scientists building models using the data

## Global 100 Bank with 40M customers

### Opportunities

- > Use customer profiles and histories to achieve improved customer experiences, more digital engagement and ultimately increased revenue from existing and new customers
- > Comply with the privacy policies that prohibit sensitive personal data from being copied from on-site data centers to the cloud
- > Use cloud infrastructure (AWS)

### Select Technologies



### Personalization and Engagement Dataflow

- > De-identify customer data on premise
- > Transfer de-identified data to the cloud
- > Run through analytic models
- > Transfer model recommendations back on premise
- > Re-identify individuals associated with recommended actions
- > Feed into marketing campaign and customer systems

### Benefit

- > Project \$100M+ over 3 years from optimizing pricing, better targeting, enhanced omnichannel customer experience and improved customer service experience at a lower cost