



Data Privacy with Privitar on AWS

Unleash the Power of Safe Data

Challenges

Inadequate data privacy prevents the maximal use of data

Financial Services organizations recognize that accelerating growth - in customer numbers, revenues and profitability - requires them to harness the power of their data to make better decisions. Yet many are inhibited from using such data to provide insights that drive business growth, innovation and customer experience improvements by the regulatory, financial and reputational risks related to inadequately protected sensitive and personally identifiable information. As customers at all points on the cloud adoption curve look to AWS services to provide cost-effective innovation at scale and speed, they face increasingly complex privacy risks. These risks in turn prevent moving, using and sharing sensitive data, either from on-premise to an AWS environment or from the cloud to third parties.

The Privitar Solution

Get maximum value from sensitive data

Privitar enables customers worldwide to safely and efficiently unlock maximum value from their sensitive data without compromising data privacy. Data transformed by Privitar can be utilized in the wide range of use cases powered by AWS Big Data and Analytics services that run on the data lake. Privitar's software features an innovative combination of data privacy capabilities to enable organization-wide access, use and distribution of data. Using Privitar, organizations can eliminate slow, manual provisioning and enable cloud-based analytics, machine learning, data science, DevOps and other services, quickly and safely accessing insights from even the most sensitive datasets.

Privitar delivers uncompromized data privacy at enterprise scale and the speed of today's world, enabling safe use of data.



> Unlock value from your data

Preserve useful patterns in data, retaining structure, format and relationship, and safely combine data assets to increase business value.



> Simplify compliance

Centrally manage and apply Privacy Policies using an intuitive web interface with no need for custom scripting or coding.



> Gain insights faster

Protect data with the latest privacy techniques, allowing more sensitive data to be made available to more users.



> Overcome trust barriers

Limit exposure and reputation damage, and build trust with customers by enforcing clear and consistent privacy policies.

Get started with Privitar solutions on AWS

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Privitar on AWS

For businesses that use AWS services to fuel growth and innovation through ever-faster, scalable and cost-effective access to insight, the ability to successfully navigate privacy risk and compliance concerns is a key enabler to derive the greatest value from their most sensitive data. Privitar provides a solution that addresses the risks

inherent in storing and accessing sensitive data in the cloud, reducing obstacles to adoption. Our customers want to improve products and services by running multiple analytics use cases on the most effective platform, leveraging de-identified data that retains the maximum utility.

Features

Policy management and execution at enterprise scale

The Privitar Policy Manager, with its Batch, Data Flow and Privitar On Demand execution engines, deliver a cost-effective and robust de-identification service that scales elastically with demand, size and performance requirements when deployed as part of EC2 auto-scaling groups and EMR clusters. They can be integrated with custom applications and data sources in AWS.

Securely collect and link data

Combining data from different sources into a single linked record can offer powerful new insights. Using Privitar SecureLink, datasets originating at multiple sources can be safely linked, enabling an organization to combine datasets from multiple partners, gaining new insights without directly identifying individual data subjects. Privitar's unique solution design provides consistent, auditable and traceable datasets that can be stored and analyzed on AWS services.

Privitar in Financial Services

Challenges

A global bank wanted to combine data from various sources of customer data to run predictive models that provide - for different areas of their business - financial crime alerts, marketing next-best-actions for specific customers, and other results.

Solution

With a highly complex data infrastructure and disparate user groups, this bank needs consistent privacy policies across the organization. With Privitar, Privacy Policies comprised of reusable rules approved by information security teams are centrally controlled but applied to the data in motion whenever needed.

Results

The bank can now score de-identified behavioral profiles against trained models in a cloud-based analytics engine. Privitar enables the bank to re-identify individuals under controlled conditions, empowering the marketing department to drive intelligent, personalized customer interactions and financial crime teams to take action against suspicious accounts.

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