

Safe Analytics Checklist

You want to do analytics with data that's safe to use without compromising the privacy of your customers, or jeopardizing your compliance with regulations. That's safe analytics.

But getting there requires a specific set of capabilities.

Balancing Utility and Privacy

Privacy is a conundrum for data-driven businesses, and it can seem self-defeating. Analytics projects must use privacy protections to comply with major regulations, such as [HIPAA](#), [GDPR](#), and [CCPA](#), but many organizations find their efforts produce data that is no longer useful in analytics.

There's no silver bullet to make data safe. No single technique provides the desired outcomes for every type of data, in every use case. Safeguarding data is a contextual challenge. Varied and granular controls are needed depending on the data, the use case, the users, and their location.

Fortunately, there is a way to balance both utility and privacy.

The Checklist

In truth, there are safe ways to analyze almost any data you hold. Reference our checklist to develop your safe analytics capabilities.

Safely Accelerate Data Provisioning

- Measure the time it takes from requesting data to delivering a dataset
- Conduct gap analysis
- Define data privacy policies
- Apply policies consistently across all locations and environments

Optimize Utility and Privacy

- Determine the sensitivity of the data you store
- Understand analytics use cases for each type of stored data
- Assign policies based on location and regulatory jurisdiction, then fine-tune based on the data and use case

Automate Privacy

- Understand the de-identification techniques you need based on the data you store and the analytics you perform
- Use Privitar's [Data Privacy 101: Guide to De-Identification](#) to help
- Consider vendors like Privitar that can automate de-identification within your current data provisioning processes
- Integrate automated de-identification to your analytics pipelines

Deter Insider Threats

- Record who has access to mission-critical sensitive data
- Perform a risk assessment covering possible privacy breach scenarios
- Use digital watermarks to provide data provenance and mitigate the risk of misuse

Maximize Analytics ROI

- Understand where data is siloed and unavailable to the organization at large
- Create data exchanges where high-utility data is provided to data analysts and scientists
- Promote data utility across the organization

Optimize Analytics for Safety and ROI with Privitar

Safe analytics doesn't require you to trade off utility for privacy, or vice versa. You can handle sensitive data responsibly, perform analytics that yield valuable insights, and generate ROI for your organization.

Privitar can help you avoid unacceptable tradeoffs. Our granular privacy controls help organizations tailor privacy protections to analytical use cases so that data retains its usefulness while compliance risks are minimized.

We accelerate analytics, with streamlined and automated protections improving provisioning speeds from months to minutes.

[Contact us](#) to learn more about how Privitar can help maximize data privacy and utility or [request a demo](#).

Connect with us
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