**PRIVACY
ANALYTICS**
an IQVIA company

Unleash the Power of Data with Privacy Analytics

Data Anonymization Software and Services

Put your sensitive data assets to work

Are you under pressure to share or unlock greater value from your organization's sensitive data? You are not alone.

Organizations across all sectors are realizing the vast potential of their data assets. Collecting and analyzing the right data can accelerate program development and delivery, boost customer engagement, generate new revenue streams, reduce costs, and spur innovation that will benefit society.

Earn trust and safely drive innovation

Much of this data is the personal information of real people. Their right to privacy must be respected and protected. The reputation of your brand may depend on it. Regulators around the world are taking this seriously. At Privacy Analytics, we do, too.

Whether you operate in private industry or in the public sectors, we can help you use or share your organization's sensitive data, safely and responsibly.

Our evidence-based, statistical approach to anonymization strikes the ideal balance between protecting privacy and preserving the usefulness of your data for innovation that benefits everyone.

"Working with Privacy Analytics helps us deliver the seamless, personalized experience modern consumers expect, while also respecting their privacy and thereby earning their trust."

- Tom Henry, formerly Chief Data Officer at Express Scripts (currently at Schnucks)

Personal Information → Anonymization services or software driving safe, useful data → Commercialize, share data, perform analytics, prove compliance → Efficiency, innovation, revenue, reputation

Why Privacy Analytics?

Our team has been in the business of data privacy since 2007. We first developed our expertise in healthcare – solving the toughest data privacy challenges with the most complex and sensitive datasets in the world.

Our methodology, software, and services ensure the richest possible data and deliver auditable proof that your organization has taken the right steps to protect people's privacy.
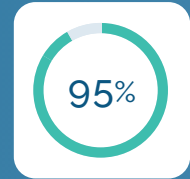
Learn how our Methodology can help you drive real value.

1,000s	200+	100+	95%
of datasets assessed over 14 years in business	clients in multiple industries have benefited from our privacy protection	experts recognized by tech analysts and clients as pioneers and leaders	of our Eclipse Risk software customers renew their license YoY

Who relies on Privacy Analytics?

Today, health data is just one part of our business. We apply the same rigorous approach to the safe and responsible use of sensitive data across many industries and contexts. From COVID trial data for Novartis, to consumer data for Uber and Comcast.

Explore
Health Data Privacy

Explore
Enterprise Data Privacy

How we can help you

Software
Consider our Eclipse software if you're looking to automate the anonymization of structured data at scale.

Learn More

Services
Discover how our customized and scalable "as-a-service" model can handle your anonymization requirements.

Learn More

Consulting
Determine if our Advisory, Expert Data Opinion or Training services are a fit to help you drive data value.

Learn More

Contact Privacy Analytics for your free, strategic consultation.

Let us help your organization unlock the power of sensitive data.

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