



HERE Anonymizer

Preserve privacy as you unlock the true value of location data

HERE Anonymizer is a powerful solution enabling enterprises to achieve compliance with data privacy regulations while efficiently processing large-scale location data. With its advanced privacy features, this product ensures anonymity without compromising the value and usability of the data. By leveraging HERE Anonymizer, enterprises can confidently deliver personalized services to users worldwide, knowing that robust personal privacy protections are embedded.

Specifically tailored to meet the requirements of privacy regulations such as the European Union’s General Data Protection Regulation (GDPR), the California Privacy Rights Act (CPRA), and the Japanese Act on the Protection of Personal Information (APPI), HERE Anonymizer instills trust among value chain participants and helps organizations prevent the negative consequences of privacy breaches. The solution is future-ready and offers customers the flexibility to adjust anonymization parameters within the tool, ensuring compliance with new data privacy regulations.



Platform-based anonymization tool

Process real-time and historical location data conveniently within HERE Workspace. Our privacy experts offer seamless integration of data privacy and analytics, safeguarding both, customer data and your business intellectual property.

Self-Hosting anonymization solution

Maintain complete control over location data. Anonymize data in your own development environment, whether online or offline, using Azure, AWS, and more. With HERE Anonymizer Self-Hosting you retain ownership of your IP and business intelligence, empowering you to achieve a competitive edge.

Key Industry use cases

- **Automated driving:** Ensure the protection of personal data collected by autonomous vehicles on the roads.
- **Connected driving:** Safeguard the personal information of pedestrians and drivers captured and analyzed by connected vehicles in public spaces.
- **Fleet management & supply chain:** Exclude or modify any private transactions or confidential information, preventing the association of data with specific businesses.
- **Public safety:** Safeguard personal information collected by government entities, ensuring protection against theft and fraud in the provision of public services.
- **Data analytics & research:** Conduct secure, anonymized data analysis for research, including studying infectious diseases and environmental research based on commuting routes, while preserving individual identities.
- **Infrastructure planning:** Anonymize personal information found in official documentation, such as planning permits.

Product differentiators

Competitive feature set

Advanced privacy diagnostics with machine learning capabilities facilitating origin/destination and staypoint obfuscation in real-time and at scale to further increase and protect privacy. Deploy anywhere, online and offline.

Customizable

Fully configurable anonymization parameters for diverse use cases, helping enterprises meet their specific business needs.

Location expertise

Over 40 years of experience in location-centric data, with strong in-house privacy expertise and investment in future privacy technologies.

Neutrality

HERE maintains trustworthy long-term partnerships while keeping a neutral position within the location ecosystem.

Product features

Gapping

Introduce gaps by randomly removing data points from a trace.

Smart gapping

Remove data points before and at junctions in a trace to minimize the risk of identifying a specific driver's route.

Filtering

Pseudo-anonymize a trace by eliminating data that could identify a driver (e.g., from a private road), removing data that can't be anonymized or is out-of-order data.

Changing IDs

Modify the ID of a data stream to prevent reverse engineering and reconstruction of the data trace.



Data format

Fat JAR



Coverage

Global



Update frequency

Monthly



Delivery

Available through HERE Workspace or as a distributable software package, enabling both on-premise and online/offline usage.



About HERE Technologies

HERE has been a pioneer in mapping and location technology for almost 40 years. Today, HERE's location platform is recognized as the most complete in the industry, powering location-based products, services and custom maps for organizations and enterprises across the globe. From autonomous driving and seamless logistics to new mobility experiences, HERE allows its partners and customers to innovate while retaining control over their data and safeguarding privacy. Find out how HERE is moving the world forward at here.com.