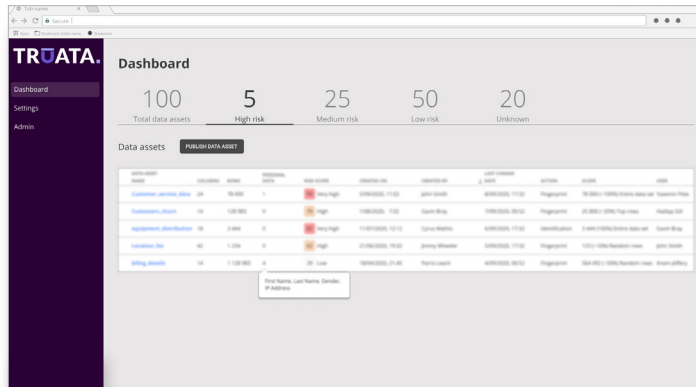


Truata Calibrate

Quantitative Measurement of Privacy Risk

Truata Calibrate is a privacy-enhancing software solution that allows organizations to measure and objectively quantify data privacy risks within their own data environment.



Key Features

- Automated and comprehensive risk-scoring assessment
- Highlights personal data as defined by GDPR and CCPA in the form of direct and indirect identifiers
- Delivers recommendations for transforming data to make it safe for the specific use cases
- Provides data utility impact analysis for recommended mitigation actions

X-Ray Your Customer Data

Many organizations are lacking clarity and confidence in understanding what personal data exists within their data set and how they can use it safely for a range of business purposes. This often leads to data paralysis when organizations try to navigate the use of personal data for analytics and other commercial purposes.

When businesses cannot quantify the privacy risks in their data, they cannot determine what de-identification steps to take to achieve the correct balance between data utility and data privacy.

Truata Calibrate provides an extensive scoring and vulnerability analysis to highlight data attributes that could be used to single out an individual even when the data set has some level of de-identification.

Truata Calibrate provides guidance on the de-identification actions needed to make the data safe to use and to share. An assessment of the risk reduction is provided to allow the user to take informed actions resulting in safer data that minimizes the impact on utility.

Benefits of Measuring Privacy Risk

For Privacy Teams

- Single standardized way of assessing and quantifying privacy risks to ensure enterprise-wide consistency
- Privacy programs can be strengthened by incorporating the risk scores and a number of privacy checks can be automated

For Data Owners

- Comprehensive data-level privacy risk scores for each use case enable quicker internal decision making
- A data catalog of risk verified assets can be made available for analysis across an organisation to speed up decision making and workflows

For Data Users and Internal Customers

- Analysts can fine-tune data sets to maximize data utility as specific privacy risks have been identified
- Business units can do more with the data as more use case requests are approved due to the increased ability to identify privacy risks

Managing the Data Utility/Privacy Trade-off

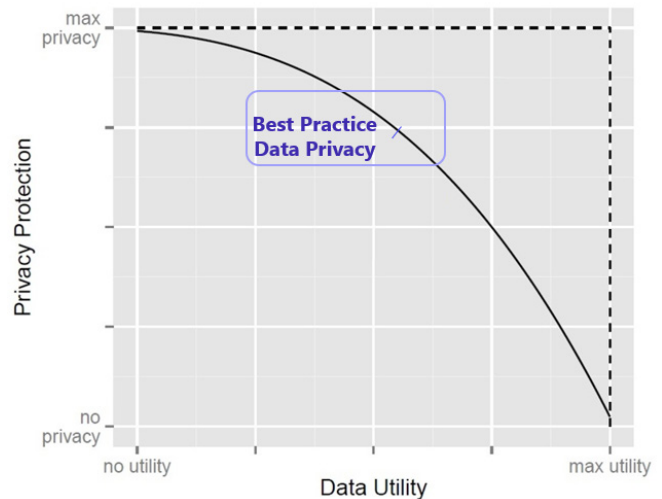
Truata Calibrate generates comprehensive risk scores that highlight the hidden privacy risks within data. The numerical risk scores provided are based on inference, singling out and re-identification risks.

These standardized risk scores can be used as evidence that the data used is safe from a privacy perspective and part of a privacy-enhanced data management strategy.

Recommendations on mitigation actions are also provided to increase confidence that data is safe to use or share:

- Guidance on utility impact for recommended actions
- Guidance on privacy impact for recommended actions

Truata Calibrate enables companies to understand their data's position on the utility/privacy curve and provides recommendations to achieve the objectives they want without compromising the privacy of their customers.



Key Software Components

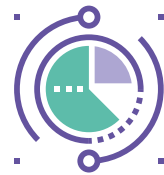
- **Fingerprint:** Patent pending technology performs forensic analyses on the data and discovers hidden vulnerabilities which are not evident through human analysis. A detailed threat vulnerability report provides recommendations of appropriate actions that can be taken to make personal data safer to use for different use cases and safer to share both internally and externally.
- **Identify:** NLP based technologies are used for personal data identification which highlights personal data attributes, even if these are hidden in unlikely places such as comment fields or from poorly de-identified data sets.



Measure privacy risk accurately and quantitatively



Provide consistent risk scores across business functions and use cases



Conduct risk assessments securely within a company's own data environment

About Truata

Truata is the privacy-enhanced data analytics solutions provider that specializes in privacy assessment, de-identification and true anonymization of data. Founded by Mastercard and IBM, Truata enables businesses to unlock the power in their data without compromising the privacy of their customers.

Truata is one of the first companies in the EU to achieve independently accredited ISO 27701 certification, an international standard for data privacy management.