



Innovate Faster

with **Unstructured
Text Anonymization**

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Inputs: Protected Data



- Medical reports
- Clinical narratives
- Electronic medical records
- Customer feedback, reviews
- Chat logs
- Free text fields in structured data

Identified data:

The patient, **Chris Allen**, is a **65-year-old male** who presented to **My Cardiology Clinic** with symptoms of angina on **2024-02-03**. His vitals were taken by **Angela Moffat**, RN and he was overseen by **Dr. Robert Lidell**, and he gradually improved before being released.

Unstructured Text Anonymization

Turns personal information in unstructured text into **format-preserving, compliant data**.

Key Use Cases



- Healthcare innovation
- Training predictive models
- Training LLMs
- Analytics, reporting, dashboards
- Marketing, product development
- Data sharing, transparency

De-identified data:

The patient, **Richard Gers**, is a **60-year-old male** who presented to **Community Health Hospital** with symptoms of angina on **2023-12-14**. His vitals were taken by **Frances Stewart**, RN and he was overseen by **Dr. Neil Li**, and he gradually improved before being released.



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Unstructured Text Anonymization

Benefits

- Delivers efficient, scalable detection and transformation of personal information in text data.
- Protects privacy of people represented in unstructured text while preserving the format of the text for maximum data utility for use cases that drive innovation and revenue.
- Auditable privacy compliance with statistical proof your organization is protecting privacy and staying true to regulations globally.

Unstructured Text Anonymization

Features

- Software delivers **high performance** detection of personal information (~99% recall on real-world health data)
- **Highly scalable** (processes 1,000s of text examples in seconds).
- Deployable in **cloud** or **on-premises**.
- **Managed services** include advisory to develop and implement privacy-by-design; bespoke training of machine-learning models deployed in software.

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Client Success

- Enabled AI-driven **software product improvements** and differentiation for F500 Health IT company inclusive of evidence based, auditable proof of privacy protection and compliance.
- Accelerated time to data insight from weeks to days with ~**99%** overall detection and replacement of PHI in medical notes data.



About Privacy Analytics

With Privacy Analytics, you get proven technology and expertise to enable timely, **usable data** that can be **safely linked** and put to work – in compliance with global regulations – and backed by **auditable proof**.

<https://privacy-analytics.com/>



- ✓ GDPR
- ✓ HIPAA
- ✓ CCPA



100s of other privacy and data protection laws worldwide



100s of clients served over 16 years in business



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Contact Our Experts

Reach out to us for a detailed discussion on how our services and technology can enhance your data-driven initiatives while ensuring privacy compliance.

info@privacy-analytics.com



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