



# Smart Anonymization Solution

Remove The Identity - Maintain The Key Attributes

## Advanced Anonymization

Video traffic is booming. In smart cities applications like surveillance and traffic control, in the retail market and in connected vehicles, petabytes of data are being created, uploaded or stored every minute. However, many companies find it impossible to commercially utilize this data as it contains Personally Identifiable Information (PII).

D-ID allows companies to use publicly-recorded video data in order to improve business performance using artificial intelligence analytics. Utilizing advanced computer vision, AI and deep-learning models, D-ID removes facial features, while preserving key attributes such as age, gender, emotion, gaze etc. In doing so, D-ID empowers organizations to utilize and monetize data while remaining compliant with strict data and privacy protection regulations.

## Ensure Both Privacy and Data Monetization

D-ID's anonymization solution replaces all personal identifiable information (PII) such as people's faces and license plates, with computer generated data that is completely anonymized. Unlike legacy solutions that rely on blurring or pixelation, D-ID anonymized faces are fully privacy protected and retain a natural complexion which allows analytics to be performed.

## Completely Anonymized - Completely Usable



Original



## The Benefits of D-ID Anonymization

- Maintain key personal attributes
- Collect valuable analytics while meeting strict privacy regulations
- Leverage and share commercially-valuable data across borders
- Eliminate need for consent
- Eliminate risk of privacy violation in case of data breach
- Comply with strict privacy regulation like GDPR
- Incorporate "privacy-by-design"