PRIVACY ANALYTICS
an IQVIA company

Meet your most stringent regulatory deadlines

Trial sponsors are under pressure to share data

Multiple regulators around the world require clinical trial sponsors to anonymize their clinical study documents for publication when applying for market authorization. The European Medicine's Agency (EMA) Policy 0070 and Health Canada Public Release of Clinical Information (PRCI) are just two examples of these regulations.

This puts the onus on your organization to anonymize any personal information contained in your trial documents prior to their publication, to ensure the individual patients' right to privacy is protected.

Can your team rise to the challenge?

A regulatory submission can include tens, even hundreds of thousands of pages of documentation packed with sensitive patient data. This data exists in a free-text, unstructured format.

You may have only weeks to provide a regulator with an assessment of how this data will be anonymized, along with a proposed method of transformation and a justification. The deadline is equally tight for your team to incorporate the regulator's feedback and deliver that final anonymized package of documents for publication. These stringent deadlines pose significant operational and technical challenges for your team.

Statistical risk-based anonymization is the answer

A common approach to anonymization has been to simply redact patient information using rules-based methods. This approach, however, destroys data utility. For this reason, rules-based redaction of documents has become increasingly unacceptable to both regulators and the broader research community.

Privacy Analytics instead employs statistical risk-based anonymization. This approach ensures regulatory compliance and protects patient privacy while preserving data utility. We have successfully used our world-class anonymization software and methodology to anonymize hundreds of clinical trial documents (without ever missing a deadline).

The benefits of risk-based anonymization

Our health data experts, in conjunction with Privacy Analytics' software, anonymize your documents using statistical risk-based anonymization. You get:

Rich Data

The highest possible data utility and transparency. Data is transformed only where necessary.

Defensible Results

A numeric result which can be easily demonstrated to fall below regulatory thresholds.

Future-Proofing

The most up-to-date, internationally recognized approach to anonymization.

Why trust Privacy Analytics with your trial transparency?

8 of the top 10 global pharma companies listed on PharmExec's Top 50 have trusted Privacy Analytics' services.

80%* of the dossiers published by EMA that used a statistical method were anonymized by Privacy Analytics.
*as of June 2020

Hundreds of clinical documents anonymized every year, helping sponsors achieve transparency.

Client Success

- **100%** of a global sponsor's dossiers delivered on time and accepted by regulators.
- **Over 90** clinical study reports of varying formats and complexities anonymized.

Read the full story at www.privacy-analytics.com.

Anonymization as a Service

Get efficient, reliable services to anonymize your documents. You'll drive more value from your data while meeting regulatory requirements within deadlines. Let's talk.

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