Knowledge Brief

Quadrant Knowledge Solutions

Privacy Analytics (an IQVIA Company) Named Top 3 Data Masking Provider in Quadrant Knowledge Solutions 2021 SPARK Matrix

An Excerpt from Quadrant Knowledge Solutions
"SPARK Matrix: Data Masking, 2021"

Privacy Analytics (an IQVIA Company) Named Top 3 Data Masking Provider in Quadrant Knowledge Solutions' 2021 SPARK Matrix

Quadrant Knowledge Solutions' 2021 Data Masking SPARK Matrix report has ranked Privacy Analytics (an IQVIA company) among the top three providers in the global Data Masking marketplace. The in-depth analysis, which ranks major vendors through an evaluation of their product portfolio, market presence, and customer value proposition, gives Privacy Analytics high marks for its technology excellence and customer impact.

According to the report: **"Privacy Analytics, with a robust functional capability of its data masking platform, has secured strong ratings across the performance parameters of technology excellence and customer impact and has been positioned as a front-running technology leader in the 2021 SPARK Matrix of the Data Masking market."**

About Data Masking

The amount of sensitive information derived from people that companies acquire and handle is increasing every day. That growth increases the risk of security threats, making it crucial for companies to implement tools to protect that data. Various global data privacy laws, including Europe's General Data Protection Regulation (GDPR) and California's Consumer Protection Act (CCPA), mandate that organizations protect personal and sensitive data or risk facing steep fines and penalties. As the climate around data privacy continues to intensify, organizations must consider which technology solutions will best protect people represented in the data.

Data Masking can be used to protect the privacy of people represented in data at every stage of the business cycle, even for non-productive data, and to demonstrate compliance with global privacy regulations.

Data Masking – also known as data obfuscation, data anonymization, de-identification, and data scrambling – is a process for protecting sensitive and private information by creating a structurally similar but altered version of the data set. The masked data retains the same format as the original data set, but the values are changed and/or scrambled using encryption, shuffling of characters, generalization or substitution of words and characters, or numerical transformations such as date shifting. This prevents the

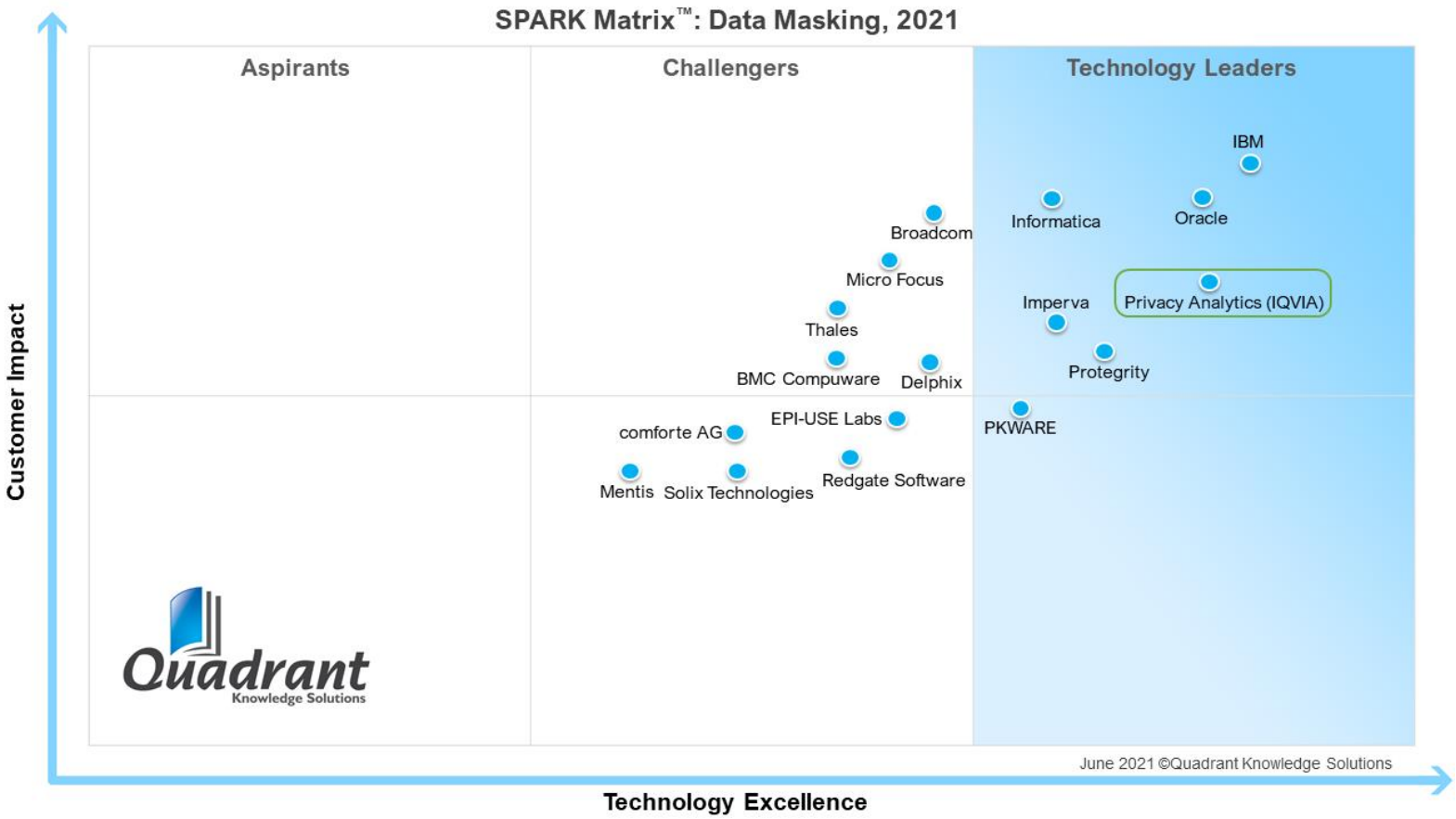
identification of people and reverse engineering of the data. Data Masking is used to protect confidential and personal data when sharing it with internal and external stakeholders, and also to make these data sets usable for analytics, training, sales demos, and software testing.

Data Masking has become a powerful solution in the quest to protect corporate data, without diluting its value, making it an essential tool for any organization that needs to protect the privacy of people represented in their data.

About the Research

Quadrant Knowledge Solutions' Data Masking market research provides competitive analysis and a ranking of the leading vendors in the form of a proprietary SPARK Matrix™. SPARK Matrix analysis provides a snapshot of key market participants, along with strategic insights on how each vendor ranks related to their competitors based on their respective technology excellence and customer impact parameters. The evaluation is based on the primary research, including expert interviews, analysis of use cases, and Quadrant's internal analysis of the overall Data Masking market 2021.

Figure: 2021 SPARK Matrix
(Strategic Performance Assessment and Ranking)
Data Masking



Privacy Analytics: A Leader in the Global Data Masking Marketplace

Privacy Analytics is a leading provider of Data Masking solutions. The company was founded in 2007, and it is headquartered in Ottawa, Canada. The company offers Eclipse, a modular enterprise software platform that securely transforms vast stores of sensitive data through an automated process enabling organizations to unlock the value of sensitive data for secondary purposes without compromising personal information. The company helps organizations de-identify personal information using an evidence-based, statistical approach for better, faster, and cleaner data sets that can meet specific needs for secondary use, such as research, innovation, and analytics.

Optimal Anonymization Strategy

The features and functionalities offered by the company's Eclipse software include Data Masking strategies and flexible transformations, auto data set classification, configurable privacy controls, data risk insights, support for multiple data sources, big data lake support, and auto-documentation with auditable proof of privacy protection.

The software's Data Masking strategy and transformation features advise users on an optimal anonymization strategy based on the statistical characteristics of individuals in the data, utility preferences, and contextual factors. Eclipse enables users to create a strategy that protects against people being re-identified while maintaining high data utility.

Eclipse can identify data and apply anonymization techniques to data sets automatically. This can be performed using pre-defined methods or by creating a bespoke user-defined approach using Eclipse's intuitive and straightforward UI. Notably, automation and adaptability help improve productivity while minimizing human effort and enabling automation in high-volume scenarios.

Best Practice Privacy Controls

The Eclipse software offers configurable privacy controls supporting an evidence-based statistical approach to anonymization that implements best practices and complies with various data protection authorities' guidelines. Eclipse allows users to configure the program to assess numerous re-identification threats and set the appropriate threshold to apply the necessary

level of transformation based on the contextual requirements in a single easy-to-use application.

The software offers data risk insights allowing users to easily view and understand what indirectly identifying fields in their data contribute to the most identifiability or risk. These statistics-driven insights guide the users to the kind of data transformations required to render the data non-identifiable. Additionally, users can define their data priorities to ensure the highest possible data utility within the anonymized data set.

Flexible and Scalable

The auto-documentation feature of Eclipse, as the name suggests, automatically generates documentation to support the company's evidence-based, statistical approach to anonymization. It provides auditable proof that data is no longer identifiable, providing visibility and insight into the data transformations.

The company's Eclipse software offers multiple data sources for data ingestion in various formats and databases, including MS SQL Server, Oracle DB, Amazon S3, SAS, Parquet, and shared network drives housing files in a native format or as flat files. The company offers extensions to the Eclipse software to deal with different data types and structures, including Linguamatics Natural Language Processing for clinical text anonymization. Additionally, the Eclipse software offers flexibility and scalability to users by providing on-premises and cloud deployment.

Analyst Perspectives

- Privacy Analytics has set the bar for evidence-based, statistical anonymization of personal data worldwide. Their methodology is internationally recognized and aligned with global standards and best practices. With their evidence-based, statistical anonymization, even the most sensitive personal data can be turned into commercial and societal value without jeopardizing individual privacy or regulatory compliance.

- The Privacy Analytics platform's technological differentiators include automated statistical measurement of identifiability and probability of re-identification at an individual level. It offers auditable proof of privacy protection and anonymization across jurisdictions, including those with a high bar for privacy (GDPR, HIPAA, CCPA, Canada's PIPEDA, and

many others), and automated reports demonstrating compliance and alignment to global best practices, with references to regulatory guidance, standards, and precedents. It also provides risk intelligence via easy-to-use UI displaying which fields contribute to privacy risk while informing data strategies and guiding the user through an appropriate anonymization strategy. This platform provides data utility optimizations and flexibility to maximize the value of masked data assets. It also incorporates a built-in artificial intelligence to provide expert-level anonymization recommendations and the availability of 100+ privacy experts to support clients in developing and implementing successful data strategies.

- Privacy Analytics has a significant geographical presence in the U.S., followed by Europe, Canada, and Asia Pacific. The company holds a solid customer base, including some leading brands across industry verticals such as healthcare & life sciences, government & public sectors, IT technology & telecom, and banking & financial services.

- Privacy Analytics' Data Masking platform caters to various use cases, such as different regulatory jurisdictions and related masking strategies, GDPR anonymization with statistical evidence, and contextual evaluation. Also, it includes HIPAA Expert Determination with statistical proof of minimal risk of re-identification, HIPAA Safe Harbor, and GDPR pseudonymization. The platform caters to different data types, including personal data, health data, and clinical trial data sets in SDTM or ADaM format and complex data types, such as longitudinal clinical data and DICOM medical image data.

- Privacy Analytics' primary challenges include the growing competition from well-established and emerging vendors offering integrated or complementary Data Masking capabilities. The company may focus on catering to mid-market to small enterprise needs and supporting more use cases to accelerate its growth beyond the North American and European Union markets. Its sophisticated technology platform and comprehensive functional capabilities and offerings are poised to expand its market share in the global Data Masking market.

- The company's future roadmap involves expanding its platform to maximize the value of data assets for its clients and extending the scope to include more data varieties, complexities, and environments. The company is also investing in modernizing its software for

anonymizing clinical study documents for the European Medical Agency (EMA) EMA Policy 0070 and Health Canada Public Release of Clinical Information (PRCI) submissions. It also involves advancing their text anonymization software's ease of use, augmenting their platform capabilities for anonymizing clinical images (e.g., DICOM), and accelerating processing speeds for global data lake implementations that source data from many sources. The company also plans to advance its privacy metrics and statistical measures for speed, scale, and privacy robustness and handle complex data that cannot be transformed with traditional methods, such as genetic data, emerging modalities, and surgical video data. The company has also started offering a more comprehensive array of expert services, including privacy strategy advisory and motivated intruder testing to evaluate strength against re-identification attacks. Additionally, the company is investing in privacy R&D and data cleansing and mapping as part of the anonymization pipeline.

About Quadrant Knowledge Solutions' SPARK Matrix Data Masking 2021 Report

Quadrant Knowledge Solutions' SPARK Matrix: Data Masking 2021 report explores the Data Masking technology landscape, vetting which solutions deliver the greatest customer impact and technology excellence. The research includes a detailed analysis of the global market regarding short-term and long-term growth opportunities, emerging technology trends, market trends, and future market outlook. The study provides a comprehensive market forecast analysis of the global market in various geographical regions and the overall market adoption rate as well. This research provides strategic information - for technology vendors to better understand the existing market, supporting their growth strategies, and for users to evaluate different vendors' capabilities, competitive differentiation, and market position.

The research includes detailed competition analysis and vendor evaluation with the proprietary SPARK Matrix analysis. SPARK Matrix includes ranking and positioning of leading Data Masking vendors, with a global impact. The SPARK Matrix includes an analysis of vendors, including BMC Compuware, Broadcom, comforte AG, Delphix, EPI-USE Labs, IBM, Imperva, Informatica, Mentis, Micro Focus, Oracle, PKWARE, Privacy Analytics, Protegrity, Redgate Software, Solix Technologies, and Thales.