Re-identification Risk Determination

Remain defensible when sharing data for secondary purposes by using the **Privacy Analytics Re-identification Risk Determination** (**RRD**) service. This service harnesses the established expertise of de-identification privacy professionals to assess the risk contained in your de-identified data sets. Experts from Privacy Analytics review your data and provide certification that your data is de-identified properly and is defensible and complaint with existing legislation.

Why Privacy Analytics

With 10 years of proven success, Privacy Analytics is the only company that uses a risk-based approach to de-identification, maximizing the value of real world data with compliance. Privacy Analytics' methodology is globally recognized and complies with accepted standards and guidelines, including:

- The Institute of Medicine (IOM)
- Health Information Trust Alliance (HITRUST)
- PhUSE
- The Council of Canadian Academies
- The EU General Data Protection Regulation (GPDR) framework

With a broad portfolio of clients in healthcare, technology, financial services, and telecommunications, Privacy Analytics can confidently and competently address any de-identification-related need.

Outsourcing Data Privacy Validation Services

All services utilize the HIPAA Expert Determination method, a risk-based approach that provides high-quality data with minimal risk of patient re-identification.

Privacy Analytics offers the following services:

Re-identification Risk Determinations (RRDs)

Privacy Analytics reviews a data set and certifies that the data is at a low enough level of risk to be safely released for the intended purpose. If the risk is low enough, we provide a certification report; if not, we provide recommendations.

Re-identification Risk Determinations and Anonymization (RRDAs)

An RRDA includes the RRD service above and the anonymization (or de-identification) of the data set so that it will be HIPAA-compliant and low risk.

Conceptual Re-identification Risk Determination (CRRDs)

Similar to an RRD, where we review the data set schema attributes for risk of re-identification and certify that it is low risk, however in this case we do not have the actual data.

PRIVACY ANALYTICS
a QuintilesIMS company

RE-IDENTIFICATION RISK DETERMINATION

Compliance and Minimal Risk

By leveraging Privacy Analytics proven methodology, organizations can be confident in their data sharing practices and compliant with global regulations and standards. Our process provides an audit trail outlining what was done and certifies that the data has been de-identified and meets the risk thresholds outlined by HIPAA and other regulatory bodies. If the data is not compliant, we provide recommendations on exactly what is needed to achieve regulatory compliance.

The Benefits

Reporting

Visibility for executive management into privacy risk exposure. Privacy Analytics provides comprehensive reports to demonstrate compliance.

Risk Contribution Analysis

Companies can continually monitor and measure privacy risk by identifying data items that drive that risk.

Threat Scenario Modeling

Organizations can understand how different risk variables and threat scenarios impact the probability of re-identification if there is a data breach.

The Process

1. Your organization provides a data schema and data dictionary of the data as well as a data release context assessment. This information gives us an accurate picture of the controls being placed on the data and the context for its release.
2. The data is encrypted and sent to Privacy Analytics for analysis. Data can be sent to our US-based PHI data enclave, ensuring PHI stays in the United States.
3. Using our patented software and expertise, we evaluate the data and perform risk determinations to find hidden PHI and risk.
4. Depending on the results, our report will detail our methodology, risk threshold, risk measurement results, and de-identification recommendations.
5. Once a low risk threshold is established, the data can then be shared confidently.

If you would like to learn more, please visit **www.privacy-analytics.com**

251 Laurier Avenue W, Suite 200
Ottawa, Ontario, Canada K1P 5J6
Phone: +1.613.369.4313
sales@privacy-analytics.com