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Video Anonymization Evaluation

Video Anonymization Evaluation



Uncertain if sensitive patient data in videos has been sufficiently transformed to protect privacy.

Inputs: previously-anonymized videos and optional associated linkable data.

Video Anonymization Evaluation

Evaluate transformed videos to ensure the moving images are both useful and privacy compliant.

Key Use Cases

- MedTech (surgical medical devices, for ongoing development or regulatory purposes)
- Education (training physicians in surgical techniques or other medical interventions)

*Videos **statistically proven** to be anonymized according to **industry best practices** and **linkable** with associated data for additional insights.*



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Benefits

- **Save up to 95%** of time spent evaluating anonymized medical videos on a set of 100 anonymized videos.
- Confidently move your **product innovation** and **training** agendas forward knowing the medical videos and associated patient data in your care **protects privacy in line with industry best practices**.
- Drive **product improvements** by safely combining anonymized videos with associated linkable data – backed by statistical proof that sensitive patient data is not identifiable.



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Features

- **Evaluation framework** developed from industry best practices to assess if residual PHI remains in videos after anonymization was applied (testing performed by client or Privacy Analytics)
- **Statistical method of evaluating videos** to detect PHI that was not removed, based on industry best practices.
- **Ongoing monitoring plan** to provide assurance that video anonymization continues to be applied appropriately.
- Option to statistically **measure the identifiability of patients in linked** medical videos and associated patient data.

Video Anonymization Evaluation

Client Success

- Enabled R&D and improvements to a global healthcare company's surgical tool by providing a robust framework for evaluating algorithmically anonymized videos recorded during surgeries.
- The work was core to helping the client achieve an **automated and scalable process** that dramatically reduced the time spent manually reviewing anonymized videos.



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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 17 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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