



# Share Insights, not Data: Privacy Made in Germany

Aircloak's first-in-class **real-time database anonymization solution** provides **instant privacy compliance** and enables high-quality analytics for any data set and any use case.

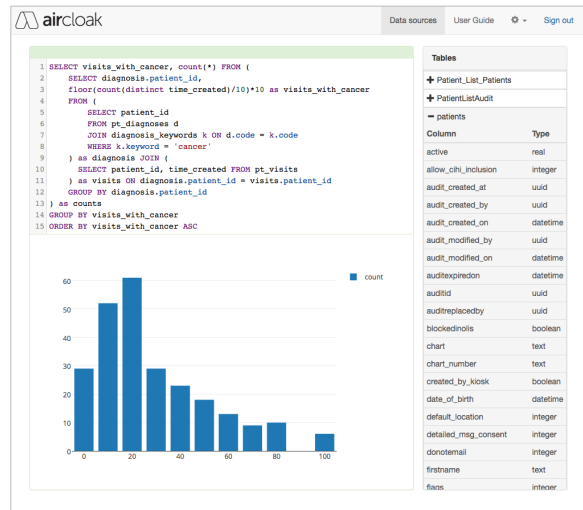
Aircloak unlocks sensitive data for analysis, sharing, and monetization. Aircloak's strong anonymization satisfies the world's strictest anonymity laws, slashing compliance costs and all but eliminating data sharing risks.

Aircloak's patent-pending breakthrough technology is the first anonymization solution to provide **high-quality analytics, unprecedented ease-of-configuration, and strong anonymity**. Prior approaches that use pseudonymization provide good analytics but weak anonymization, falling well short of European standards. Prior forms of strong anonymization, like K-anonymity, tend to destroy the data in all but the simplest use cases.

Aircloak's ease-of-configuration far exceeds all previous solutions. There is no need to flag or remove Personally Identifiable Information (PII), pseudo-identifiers, or sensitive data. The existing primary-use database is not modified in any way, and Aircloak handles all data types including unstructured text. Aircloak is installed in front of the database, and relays queries and answers between the analyst and the database.



Aircloak offers analysts a **rich explorative SQL database interface**. Analysts submit SQL queries and interact with the existing database to extract the requested data. Both queries and answers are dynamically modified by Aircloak to ensure anonymity while still providing high accuracy.



The analyst has the look and feel of querying the database directly. The analyst can specify tables and columns, join tables, set ranges, run standard or custom SQL aggregate, math, and string functions, and much more. The analyst receives answers at the speed of SQL, thus allowing the same interactive and explorative analytics the analyst would expect from native access to the database.

Aircloak **enables new use cases**; for example improving internal business intelligence, external data monetization, and reducing the cost of mandatory reporting. Internally, divisions within large corporations can use Aircloak to share customer data with other divisions or out-sourced analysts. Organizations with valuable data, such as health, location, or financial data, can instantly and safely monetize the data regardless of its format. Aircloak gives organizations full visibility into how their data is being used, leading to better billing models.

**Contact us** today, and let us show you how we can enable secondary use, allowing you to share insights, not data.

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