

HERE Anonymizer

Preserve privacy as you unlock the value of personal location data

HERE Anonymizer enables enterprises to ensure compliance with data privacy regulations as they process location data at scale. The product uses advanced tools to help ensure anonymization while preserving the maximum value and usability of data. With HERE Anonymizer, enterprises can create and deliver personalized data services to users around the world with confidence that personal privacy protections are embedded.



HERE Anonymizer enables enterprises to strike a balance between data utility and its privacy level. The product helps to instill trust amongst value chain participants and empower organizations to avoid the negative impact that could arise from privacy breaches. It does this by processing data in compliance with privacy regulations such as the European Union's General Data Protection Regulation (GDPR) and the California Privacy Rights Act (CPRA).

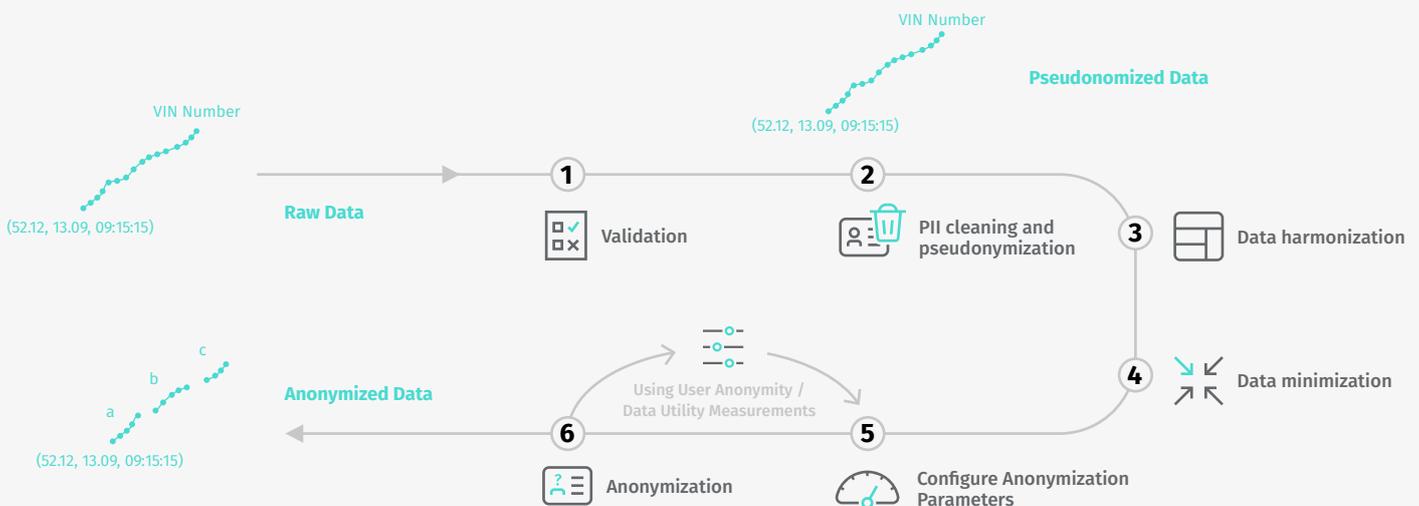
- **Platform-based, real-time anonymization tool** that allows customers to anonymize probe data and event data
- **Calibration tool*** that calculates utility metrics for selected anonymization strategy and provides guidance on anonymization adjustments
- **Visualization tool*** that displays data utility and user anonymity results
- **On-premise solution*** that allow customers to anonymize location data in their isolated development environment

*Planned for 2H2021

How does the product work?

HERE Anonymizer instills trust, regulatory compliance and peace of mind across the value chain and for individuals with a six-stage pipeline process where protections are embedded into the system.

- 1. Validation:** data is checked for its suitability to a particular use case.
- 2. Cleaning:** PII bits from the dataset are cleaned and undergo pseudonymization
- 3. Harmonization:** at this pipeline stage data format and sampling are harmonized.
- 4. Minimization:** data is minimized so only necessary attributes from raw data are processed.
- 5. Configuration:** anonymization parameters are set.
- 6. Anonymization:** advanced techniques are applied to conceal an individual's identity and substantially reduce the risk of identification.



Differentiators

Customizable & flexible

configurable anonymization methods are based on use case and data type. Parameters can be set to meet business and privacy needs.

Robust solution

advanced anonymization techniques are developed on a scalable platform with continuous research further supporting anonymization.

Competitive feature set

privacy diagnostic tools - such as visualization and calibration - are beyond standard industry offerings.

About HERE Technologies

HERE, a location data and technology platform, moves people, businesses and cities forward by harnessing the power of location. By leveraging our open platform, we empower our customers to achieve better outcomes – from helping a city manage its infrastructure or a business optimize its assets to guiding drivers to their destination safely. To learn more about HERE, including our new generation of cloud-based location platform services, visit 360.here.com and www.here.com.

Platform component

availability within the HERE platform means customers benefit from a one-stop shop that meets all location-centric development and monetization needs.

Location expertise

HERE is a proven specialist in location-centric data, with strong in-house expertise on location-data privacy.

Profile & neutrality

HERE is recognized as a brand that provides trustworthy partnerships and occupies a neutral position within the market ecosystem.