The amendment of the Act on the Protection of Personal Information will come into full effect on May 2017, and thus, “the de-identified information” that can be used without users’ consents has attracted much attention. NTT provides technologies for anonymization processing not only preventing the identification of a specific individual but also utilizing personal data safely, with a big advantage of technical know-how, experiences using real data and consulting achievements.

“The de-identified information”*1 enables unintended use and the provision to a third party without consent of its owners.

**Features**

- We provide various anonymization methods including NTT’s original method and technical top-class know-how in domestic competition about data anonymization for processing the de-identified information.
- We can support and practice for processing the de-identified information that accommodate both anonymity and utility depending on use cases, based on rich experience gained in numerous evaluation experiments using real data such as in medical field and finance field.
- We reduce the risks (include reputational risk) of personal data utilization by legal and technical consultation.

**Application Scenarios**

- Retail company processes the personal purchase history data, and provides or sells the de-identified information to product company. Product company uses that data for customer trend analysis and decision making of new product development. [Case 1]
- Data holders of the personal movement history data processes and provides the de-identified information to tourist agency. Tourist agency uses that data for travelers’ dynamic analysis and planning new trip tours. [Case 2]

*1 “The de-identified information” means information regarding an individual that is gained from processing personal information so as to prevent the identification of a specific individual taking measures prescribed by the items below, and that do not allow restoring of said personal information.

*2 The requirement of the standard will be clarified by the guidelines and rules published hereafter. (As of January 2017)