Increasingly, valuable data linkages, combinations and correlations necessary to achieve mission-critical, data-driven business insights are being threatened with data compliance controls when dealing with personal data. The threat comes from the growing tensions between digital innovation and new data privacy and sovereignty regulations. These mandates dictate lawful processing of personal data, risking the loss of invaluable customer information.

Every company is investing in a strategy to become a data company. Without data, there is no competitive advantage.

**Data Privacy Regulations Challenge Banks To Legally Use and Share Their Data**

Banks and financial institutions are faced with new and evolving data privacy challenges that prevent them from using their customer data to generate revenue and remain competitive, such as:

**Legal Right To Use Data**
Reconcile conflicts between business and regulatory compliance to enable client data use, sharing and combination, without revealing identifying data.

**International Data Transfer**
To enable international data transfer in compliance with data sovereignty laws, companies need to aggregate and process global data that is information-rich but not identifying.

**Data Sharing and Open Innovation**
Leverage cloud computing and best-in-industry third-party solutions, including Hitachi’s Pentaho analytics and AI, without compromising customer privacy. Enable data controllers and processors to leverage secure multiparty computing (MPC) to increase data value without disclosing personally identifying data.
This is the only technology that is recognized by industry analysts and certified by EuroPrivacy as satisfying GDPR* state-of-the-art pseudonymization requirements.

Dynamic de-identifiers separate identifying data from business-level information while Anonos Variant Twin data pseudonymizes and derisks data to enable compliant analytics, AI and data sharing.

This solution supports varying degrees of linkages and revealed relationships — all the way down to the data element level — on a specific, per-use-case level.

Dynamic pseudonymization, as distinct from anonymization or tokenization, enables compliant relinking of data by authorized personnel, creating effective data controls and eliminating the risk of re-identification.

Pentaho Data Integration (PDI) and validation harmonizes and cleanses data before it is passed to the BigPrivacy software. At the same time, Pentaho’s advanced analytics and AI capabilities leverage Variant Twin data to generate business insights and improve customer experiences.

Benefits of Hitachi Digital Privacy With Hitachi’s Pentaho and Anonos BigPrivacy

How Hitachi Vantara and Anonos Can Help

Hitachi Digital Privacy with Hitachi’s Pentaho and Anonos BigPrivacy allow firms to maximize the value of their customer data by leveraging new global data privacy laws, enabling them to transform their data from a liability to an asset.

• Reconciles conflicts between protecting the privacy rights of individuals and achieving business objectives.
• Enables crucial client data use, sharing and combination while remaining compliant with evolving regulations.
• Allows single view of data across borders without risk of violating data privacy and sovereignty requirements.
• Keeps big data innovation projects running when compliance teams are required to restrict access to key data sets.
• Integrates with best-in-industry third-party solutions to enhance the customer experience, without violating privacy regulations.

Learn More: Hitachi Vantara and Anonos enable financial institutions to turn regulation into a competitive advantage. Discover how Digital Privacy, Pentaho and BigPrivacy can help you here.