ANONOS®

Anonos® works at the intersection of law and technology to develop, patent and bring to market solutions that transform industry.

We make it possible to selectively reveal, access and use data with granularity and precision never achieved before – and as a result, improve privacy and security. The Anonos Data Embassy® platform is the culmination of a decade of R&D with 26 international patents to reconcile data protection and data utility, so enterprises have continuous yet lawful data supply chains. It's the only technology that protects data in use with 100% accuracy, even in untrusted environments, making otherwise restricted assets accessible to expand and expedite data-driven initiatives. Therefore, organizations can create more value without the usual conflicts that compromise data privacy, security, accuracy or speed. No drama, just lawful data for predictability of operations.

Realizing both data rewards and risks

The demand for information, entertainment and convenience continues to drive digital transformation and the adoption of artificial intelligence (AI), machine learning (ML), cloud processing and the internet of things (IoT.) Who doesn't appreciate their doctor having access to all relevant medical records from various providers to understand their overall health, or being able to order and customize dinner for delivery via an app? The more digitally mature an organization is, the better its financial performance.[1] So big data keeps getting bigger because it's big business.

But cyber-related crime and increasing data regulations have complicated enterprise efforts to use data for either commercial or societal gain. Both data privacy and security are among the top four in a long list of potential challenges to being more data-driven.[2] Even digital pioneers, such as Facebook and Twitter, make headlines because of gaps in data architecture and governance that make complying with international data laws like the GDPR (General Data Protection Regulation) difficult. Schrems II compliance to prevent data surveillance also is becoming a significant concern for organizations in the European Union that want to work with the major U.S. cloud providers. All these problems are complex and likely to become more costly in terms of fines and PR fallout. Avoidance is no longer an option.

Something new under the sun

Anonos recognized that a new perspective was necessary to overcome looming regulations and fill in the gaps left by traditional data privacy and security measures. Co-founders Gary LaFever and Ted Myerson applied their prior experience in creating technology to re-link data for risk management in securities trading (which they sold to NASDAQ OMX for deployment in 100+ global exchanges) to building the Anonos software platform. But they took the opposite approach: to de-link data from direct and indirect identifiers to control who sees what, when, where and why. Risk is therefore reduced while opportunities to use and share data in a lawful manner increase, and that means not only more insights but an accelerated path to reaching them.

Data Embassy uniquely combines statutory pseudonymization, synthetic data and other state-of-the-art privacy-enhancing computation techniques to protect data in use while maintaining its mathematical integrity. Controls are centralized and set at the data-element level, so they can be easily adjusted up or down based on privacy and security requirements as well as the authorized use case, including analytics, AI, ML, data sharing and data transfer. Source data is then transformed into a Variant Twin®, a use-case-specific version of a digital twin protected by using statutorily pseudonymized data that retains 100% accuracy. Because data protection controls are embedded within Variant Twins, they can travel anywhere for processing – including across international borders. Gartner recognized Anonos as a "Cool Vendor" because of the Variant Twin technology.[3]

Time to believe in unicorns

It used to be true: the more data protection you add, the more utility you lose. But we're proud to have eliminated that tradeoff by providing a foundational technology that solves these fundamental data management challenges:

Lawful data processing

Lawful international transfers of data assets are protected while in use to prevent the re-identification of individuals.

Digital immunity

Data received from or supplied to third parties does not violate contractual or other disclosure obligations.

Data supply chain defensibility

Parties up and down data supply chains are insulated from joint and several liability for processing sensitive data in violation of legal requirements.

External and internal data sharing

Access is expanded to third parties (with expertise in analytics, AI, ML, infonomics, data monetization, and other use cases delivered via the public cloud), and internal barriers are reduced through the provision of compliant, self-service analytics.

Data infrastructure scalability

The real-time addition or removal of nodes/servers is supported to increase or decrease cloud-based processing to maximize efficiency and manage cost.

Breach-resistant data processing

The surface area for external attacks or internal data misuse is reduced by obscuring the details of sensitive information without authorized access to additional information held separately by data controllers.

Why Anonos?

- Depth of legal and technological expertise, with proven track record in disruptive software development

- Extensive intellectual property researched and developed during the last 10 years, including 26 international patents and 70+ additional patent assets

- Global early adopters across industry, including financial services, media and pharmaceuticals, with significant proof of value from their protected data streams

- Recognition for technological innovation by the World Economic Forum and industry analyst firms, including Gartner, 451 Research and IDC

- Partnerships with major professional services firms and systems integrators

- 100% accuracy guarantee compared to cleartext

Please visit anonos.com to learn how we can help you protect data in use without the usual conflicts and compromises. In fact, we're so confident in our ability to produce 100% accurate results compared to cleartext that we'll put this guarantee in writing as part of a Data Embassy Quick Start.

Anonos is a global software company that provides the only technology capable of protecting data in use with 100% accuracy, even in untrusted environments, so otherwise restricted assets are accessible to expand and expedite data-driven initiatives. Its patented Data Embassy platform transforms source data into Variant Twins: non-identifiable yet 100% accurate data assets for specific use cases. Because multi-level data privacy and security controls are embedded into the data and technologically enforced, Variant Twins can travel anywhere – across departments, outside the enterprise, or around the globe. Therefore, projects for capturing valuable data insights can advance while still preserving privacy and security and without sacrificing accuracy or speed.

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