

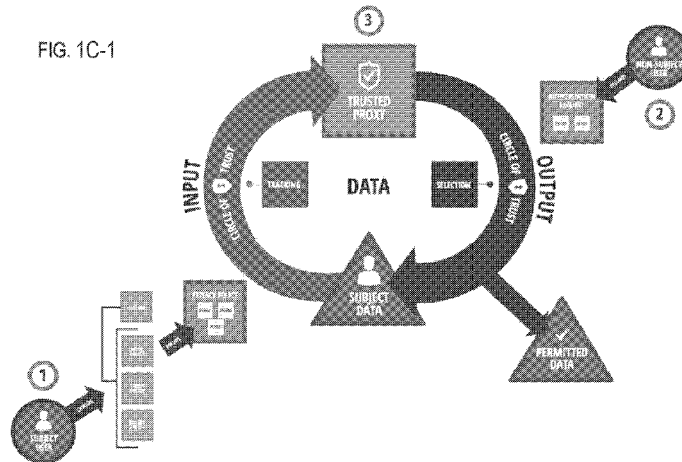


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(54) Title: DYNAMIC DE-IDENTIFICATION AND ANONYMITY

FIG. 1C-1



(57) Abstract: Various systems, computer-readable media, and computer-implemented methods of providing improved data privacy, anonymity and security by enabling subjects to which data pertains to remain "dynamically anonymous," i.e., anonymous for as long as is desired—and to the extent that is desired—are disclosed herein. Embodiments include systems that create, access, use, store and / or erase data with increased privacy, anonymity and security, thereby facilitating the availability of more qualified and accurate information. When data is authorized by subjects to be shared with third parties, embodiments may facilitate sharing information in a dynamically controlled manner that enables delivery of temporally-, geographically-, and / or purpose-limited information to the receiving party. In one example, anonymity measurement scores may be calculated for the shared data elements so that a level of consent / involvement required by the Data Subject before sharing the relevant data elements to third parties may be specified.

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