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(54) **SYSTEMS AND METHODS FOR CONTEXTUALIZED DATA PROTECTION**

(71) Applicant: **Anonos Inc.**, New York, NY (US)

(72) Inventors: **Malcolm Gary LaFever**, Lyons, CO (US); **Ted N. Myerson**, New York, NY (US); **Steven Mason**, Las Vegas, NV (US)

(73) Assignee: **Anonos Inc.**, New York, NY (US)

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(58) **Field of Classification Search**
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See application file for complete search history.

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Primary Examiner — Josnel Jeudy
(74) *Attorney, Agent, or Firm* — Blank Rome LLP

(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. This concept is also referred to herein as Just-In-Time-Identity, or "JITI." 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 information—via the use of temporally unique, dynamically changing de-identifiers ("DDIDs"). In some embodiments, specialized JITI keys may be used to "unlock" different views of the same DDID (or its underlying value), thereby providing granular control over the level of detail or obfuscation visible to each user based on the context of said user's authorized use of data, e.g., authorized purpose(s), place(s), time(s), or other attributes of the use.

20 Claims, 50 Drawing Sheets