



safeguarding privacy in a data-driven world

DATA UTILITY



Heart of the internet is a force that wants to find out everything about you...that's a very valuable asset.¹

Andy Grove, ex-CEO intel.

€ 54 billion

Global video surveillance market
in 2023, CAGR 9%²

Source: [MarketsandMarkets](#)

DATA PRIVACY



46%

EU citizens worried about personal
data use by companies and
governments³

Source: [European Commission](#).

€ 4.5 billion

Cumulative fine paid by businesses for
EU data privacy violations 2018-2023⁴

Source: [CMS GDPR enforcement tracker](#).

**How can businesses bridge the gap between the need for visual
data and privacy?**



Our solution empowers businesses and individuals to preserve data utility while respecting privacy using an AI-based anonymization tool



egonym





FEATURES



Photorealistic quality



Select and anonymize multiple people*



Retain key attributes e.g. gender, age, sentiment



Fast renders



Works on accessories



Unique output on every render



Hair and full-body anonymisation*



Video anonymization*

*Features in development

HOW DOES IT WORK?



KEY BENEFITS

Facial anonymization preserves image utility while reducing risk

SAVE COSTS



Unlock Content for Promotion

Promote your visual content without the need for collecting consent or managing withdrawals in the future.



Save Time & Effort

Avoid spending time on manual face editing to anonymize that takes hours of effort and incurs high costs.



Unlock Innovative Applications

Unlock a new tech savvy approach to complying with data protection on a mass scale.

REDUCE RISK



Improve Safety & Privacy

Assure individuals of anonymity when taking photos in situations where there's no consent for publicity.



Reduce Compliance Risk

Regulations require companies to protect personal data and automated anonymization at scale enables that.



Discourage Web-scraping

Discourage web crawlers from stealing your company and client visuals from public websites.

AREAS OF APPLICATION



Marketing & Advertising

Unlock new content without consent, build more accurate customer demographic and sentiment analytics.



Synthetic Datasets for AI/ML

Generate synthetic data that preserves quality, while ensuring identities of individuals remain intact.



Customer Intelligence

Acquire deeper insights into customer behaviour while protecting customer identity and being compliant.



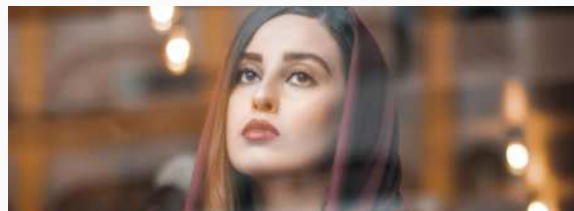
Public Sector

Unlock advancements in crowd tracking, crime prevention, and smart city development.



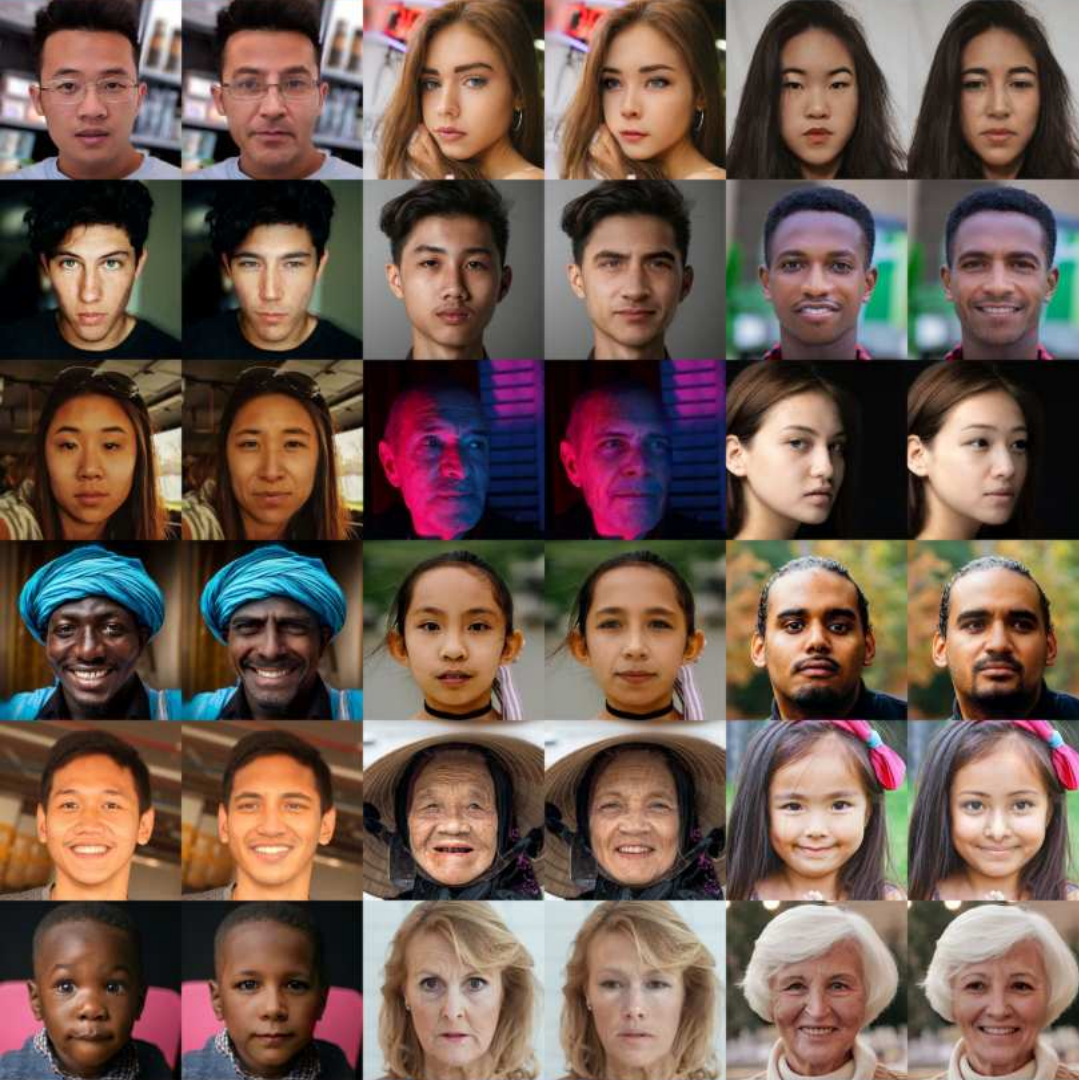
MedTech & Healthcare

Mask sensitive patient information in to unlock regulated data for research, clinical studies.



Content Creators

Protects identity of creators' and bystanders' while maintaining aesthetic quality.



GET IN TOUCH

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