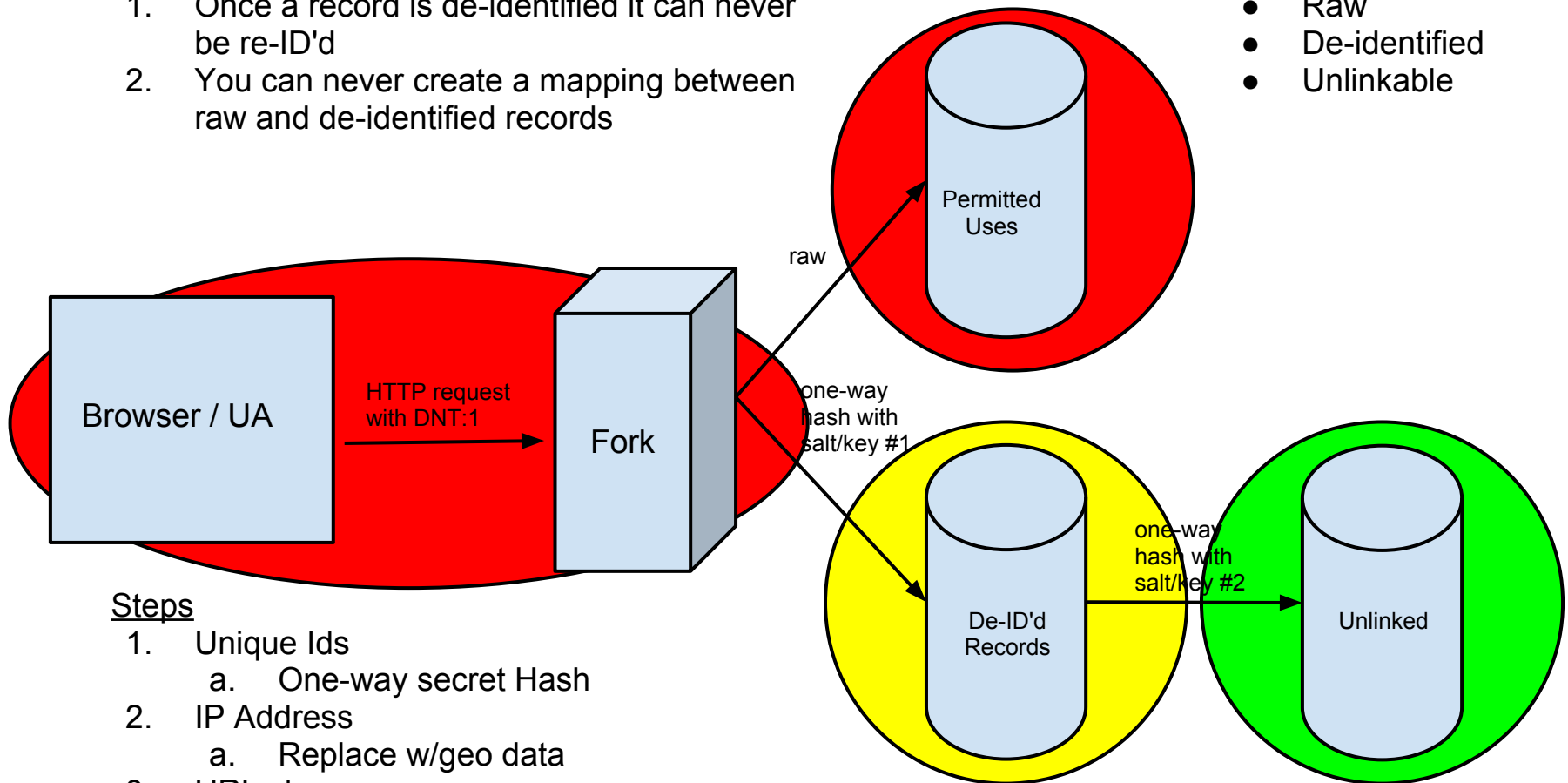


Paramount rules

1. Once a record is de-identified it can never be re-ID'd
2. You can never create a mapping between raw and de-identified records

Types of data present

- Raw
- De-identified
- Unlinkable



Steps

1. Unique Ids
 - a. One-way secret Hash
2. IP Address
 - a. Replace w/geo data
3. URL cleanse
 - a. Filter user specific clues
4. Side facts
 - a. Remove elements that assist reverse ID
5. Unlink via 2nd application of one-way hash with salt/key #2, destroy salt/key #2 on some interval

Noteworthy: Accountability is required.