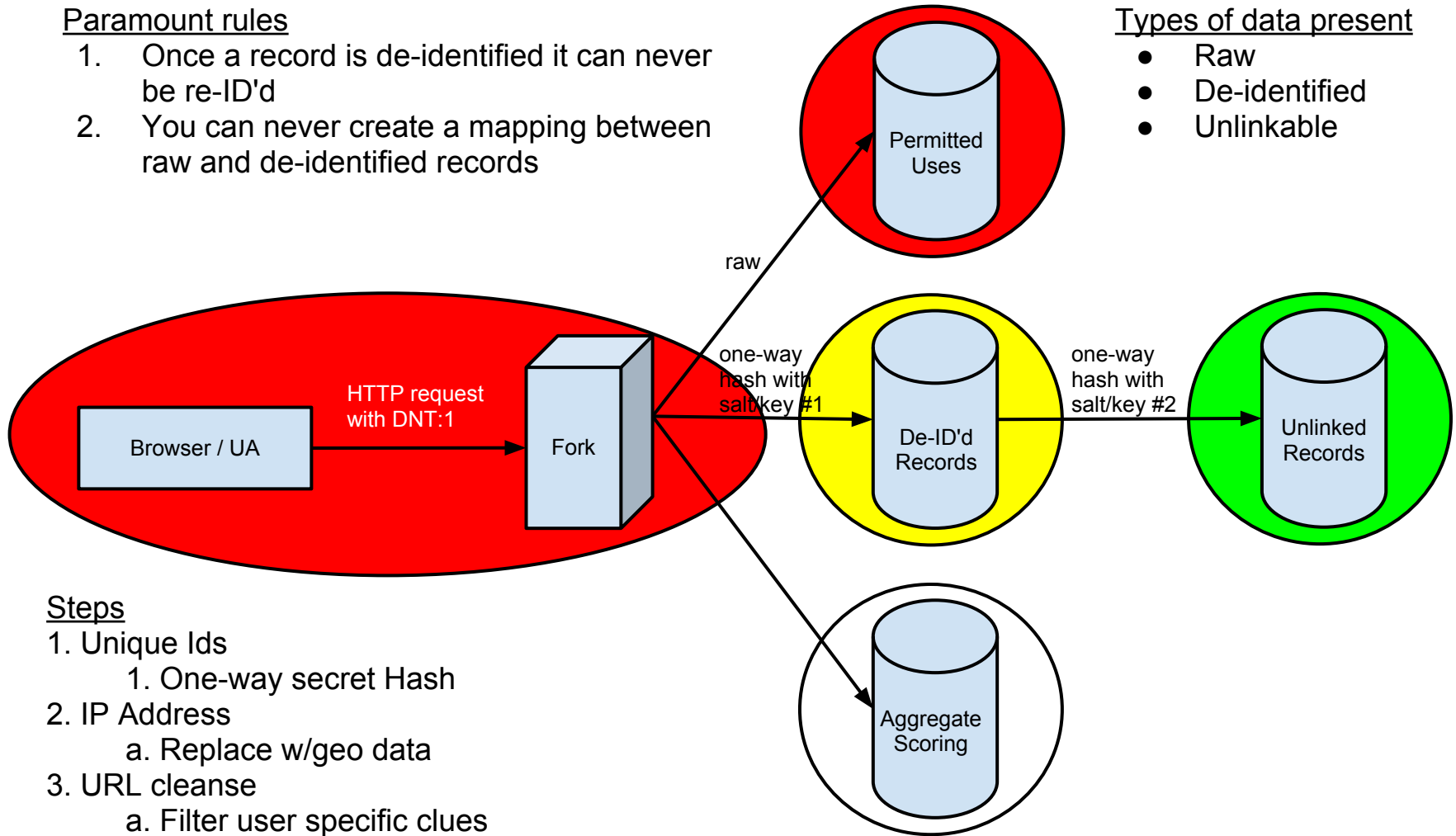


## Paramount rules

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
  1. 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.