Towards a Utility-centric Framework for Pseudonymization for Privacy-respecting Analysis of Personal Data

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The applicability of various analysis techniques on personal data comes together with the need for data preparation techniques which allow for applying the analysis techniques (utility) while respecting the privacy of individuals (privacy). For that purpose, there exist numerous anonymization and pseudonymization techniques. For a number of use cases, anonymization would destroy the utility of the data. Here, pseudonymization would reduce the risks on privacy while keeping the utility. One challenge for practitioners is to apply pseudonymization techniques effectively. In this talk, we will give an overview of our research of how to enhance the ability of practitioners to apply pseudonymization techniques on personal data for privacy-respecting analysis.