



DATALYNX Solutions

DATA MASKING FOR INFORMATION PRIVACY

Helps organisations meet Information Privacy obligations

Easily produces meaningful masked data based on defined business rules

Maintains all the relationships in the data within and across databases / datasets

Can be configured as a scheduled repeatable process, or run manually

Can operate in conventional environments and in the Cloud

Intelligent data masking solution for data privacy and compliance

Over 120 countries have implemented laws for data privacy and protection. Specific legislation includes GDPR (EU), CCPA and other State Laws (US), DPA (UK) and the Privacy Act (AU).

The penalties and damage to business reputation for non-compliance are significant. Datalynx helps organisations meet their information privacy obligations.

Datalynx DMS DataMask obfuscates personally identifiable information (PII) as required, using meaningful data that hides a subject's true identity.

You can now easily produce masked copies of production datasets comprising realistic data that maintains all the pre-existing relationships, within a single application database, as well as across multiple independent systems.



DMS DataMask supports many of the common business activities for which information privacy is relevant, such as application development, testing, outsourced analytics, research, statistical analysis and reporting.

Data masking can be combined with DMS Data Encryption for a comprehensive information privacy solution.

Contact sales@datalynx.com.au or visit us at www.datalynx.com.au to find out more.