An advanced personal data anonymization system achieves both anonymity and usability in a sophisticated way, according to the purpose and conditions of use. It enables appropriate anonymization and privacy-preserved utilization of various personal data that service providers hold, and creates a new stream of big data business using personal data.

**Features**
- Employs advanced anonymization method that reduces the risk of re-identification of an actual person from anonymized data.
- Implements NTT’s original Pk-anonymity (Perturbation and Reconstruction), which satisfies k-anonymity mathematically.
- Provides anonymized data that balances both anonymity and usability by selecting anonymization method according to the purpose of use.

**Application Scenarios**
- A support solution for personal data anonymization.
- A component of Big Data analysis solution.

**Co-Innovation**
We are studying the security and usability of our anonymization method from experimental results using actual data. We will conduct more trials using various kinds of personal data with collaborators inside and outside the company.

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*1 k-anonymity: anonymity that guarantees the number of records having the same combination of attributes is at least k.