All mined data is taken from public online sites where each user has agreed to allow open access to their accounts and data. Mining of the data is done in compliance with each site's terms and conditions. If an individual on the site has indicated they wish their information to be private and not mined, ASI respects the wish and does not mine their data.

Privacy is preserved using two methods: data anonymity and k-anonymity.

Data anonymity refers to scrubbing the available data of identifiable information. After the AI has processed the demographics, the image and name information for each individual is removed from the stored data. Geography information is kept to the metro census division level, but self-reported locations (like addresses) and geo location information is removed from the record.

Personal information may be revealed in the online messages collected from each user. Online messages are not made available to analysis and researchers from the data lake. Aggregated data, without the actual messages, is returned from the data. Access to the stored text messages is locked down at the data lake to prevent accidental leakage of the information.

Aggregated data is further protected using k-anonymity. It is possible that an analyst may discover a specific aggregation query that returns a single specific user. Using the demographic and metro geography information, an analyst may be able to determine the identity of this individual using other means. K-anonymity protects against this privacy breach by returning aggregated queries only when 5 or more individuals match.

Differential Privacy offers a final level of privacy protection. Random noise is added to the demographics data like age, gender and race.When aggregated with other individuals in the sample, the noise cancels out. However, if an analyst looks at a single individual, the added noise obscures the true details of the individual, making identification more difficult.

Interested in working together? Consult your account manager for details or email: **support@askpolly.ai**