

#### Linking Together Personal Data in the Era of Big Data & GDPR

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Staffing

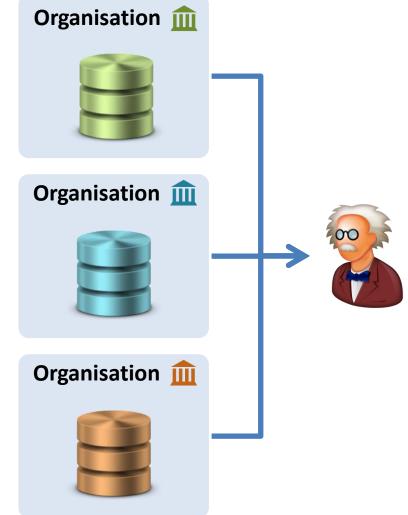




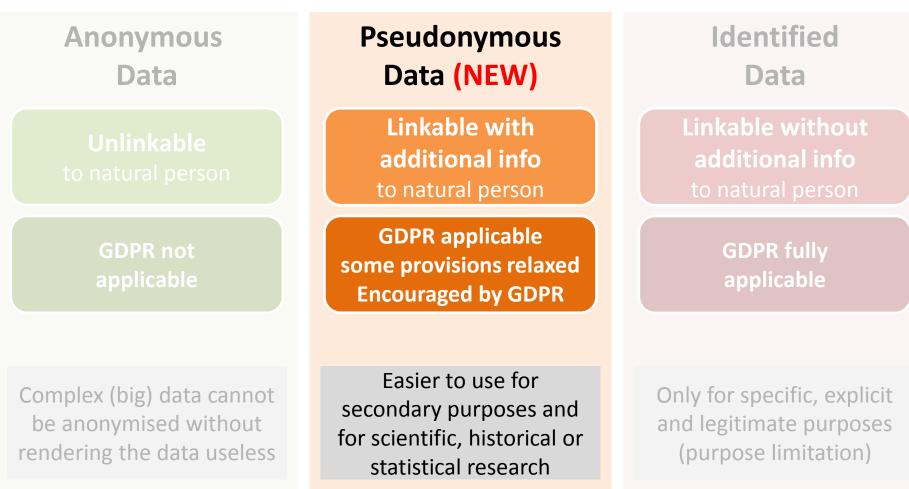
#### Linking Together Personal Data A fictional example

A research team wants to analyse medical, financial and demographic data from all citizens born in or after 1990 with a wage of at least € 50 000 per year who are self-employed as secondary activity.

However, these data are maintained by separate governmental organisations and, hence, need to be linked together.



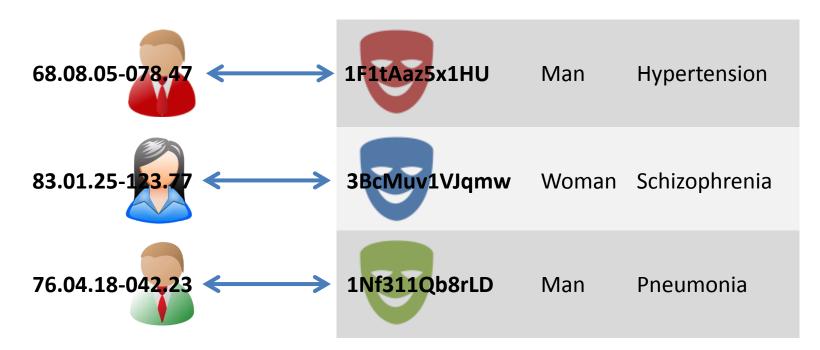
### GDPR



#### **Reidentification risk (more left is better)**

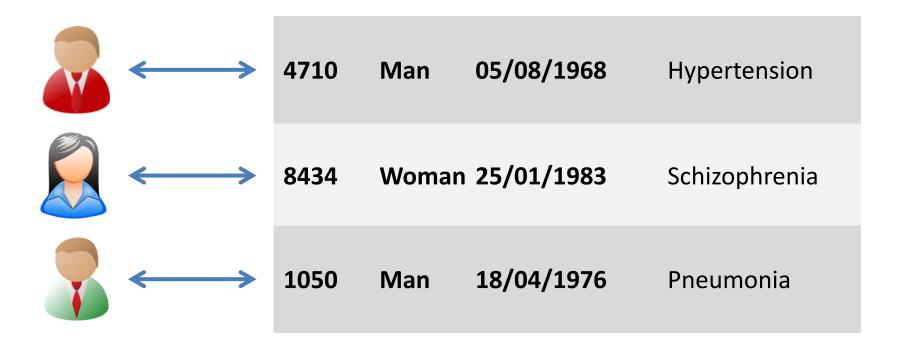
https://iapp.org/news/a/top-10-operational-impacts-of-the-gdpr-part-8-pseudonymization/ https://fpf.org/wp-content/uploads/2016/11/M-Hintze-GDPR-Through-the-De-Identification-Lens-31-Oct-2016-002.pdf 4

#### Key Pseudonyms





#### Attribute Pseudonyms (Indirect Identifiers)



Extra information						
id	ZIP	Sex	DoB			
	4710	Μ	05/08/1968			
	8434	F	25/01/1983			
	1050	Μ	18/04/1976			

ZIP+Sex+DoB is a pseudonym

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However, these data are maintained by separate **governmental organisations** and, hence, need to be linked together. **Scientists** Analyse data sets

**Citizen** Respect privacy

Governmental org. Maintains control (because responsible)

> **All** Minimal impact data breach

### Linking Together Personal Data

#### A fictional example

Exercise How well can we protect personal data by using pseudonyms?

Data Archipelago

#### **Combining of**

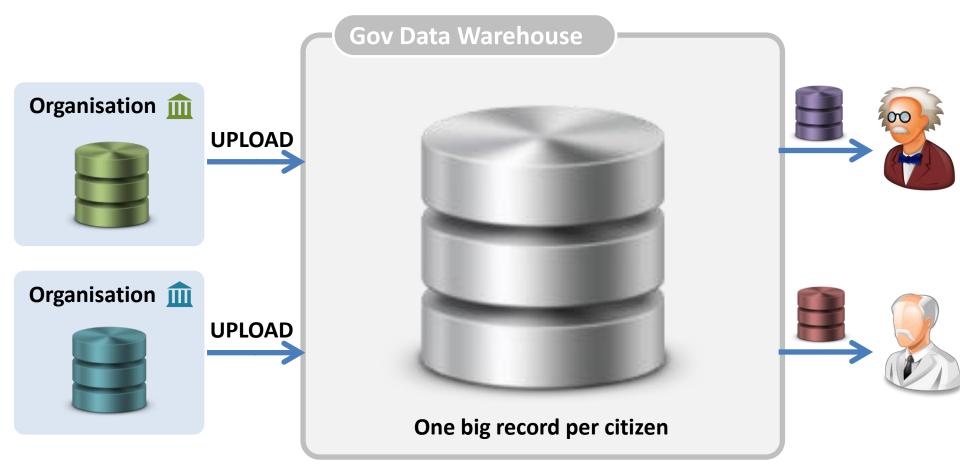
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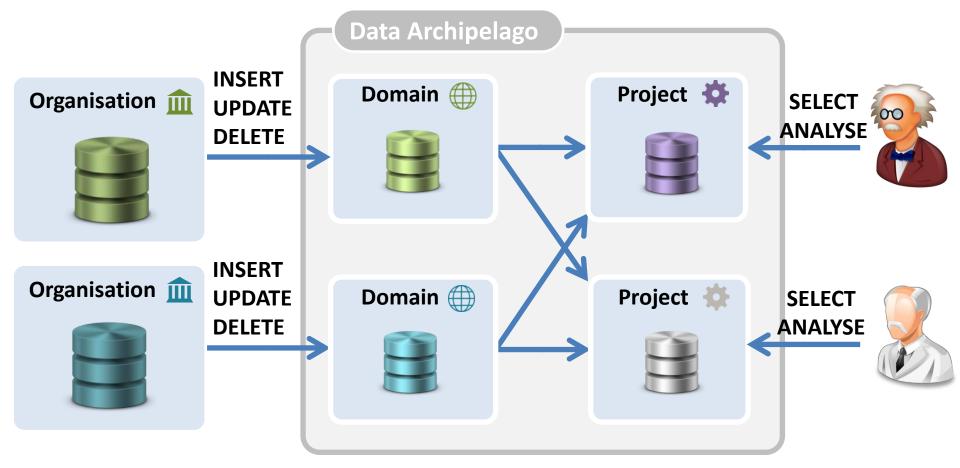
> All Minimal impact data breach

### **The Naive Approach**



# Governmental<br/>organisation no controlData breach<br/>dramaticPrivacy<br/>risksEasy linking<br/>together data

#### Concept

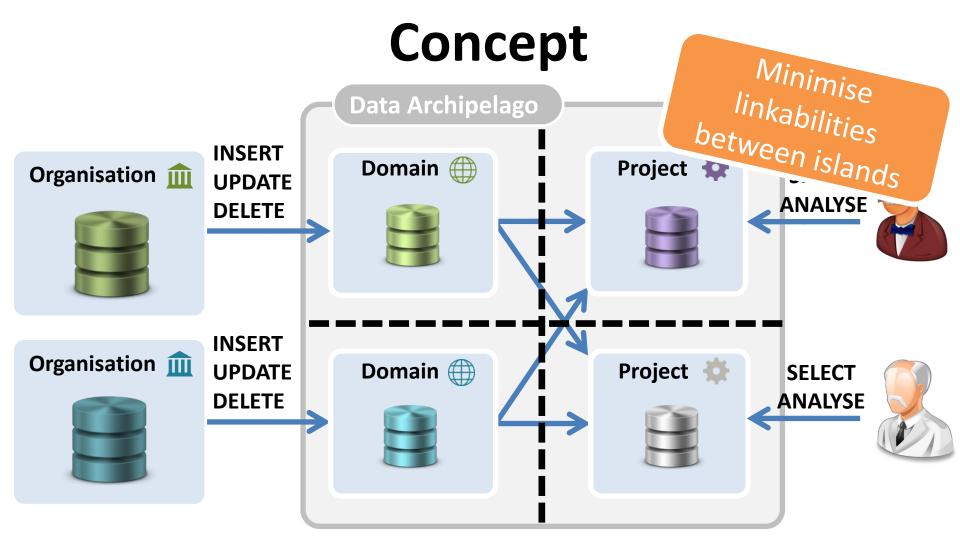


#### 🕀 Domain

- Managed & controlled by one organisation
- Permanent
- low performance requirements

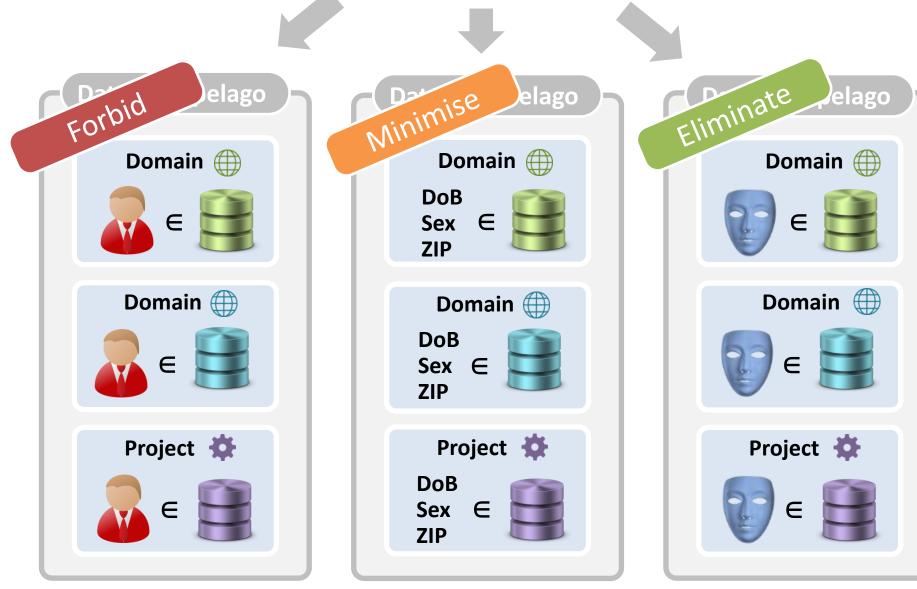
#### Project

- Receives minimal required data
- Access control & monitoring
- Temporal
- High performance

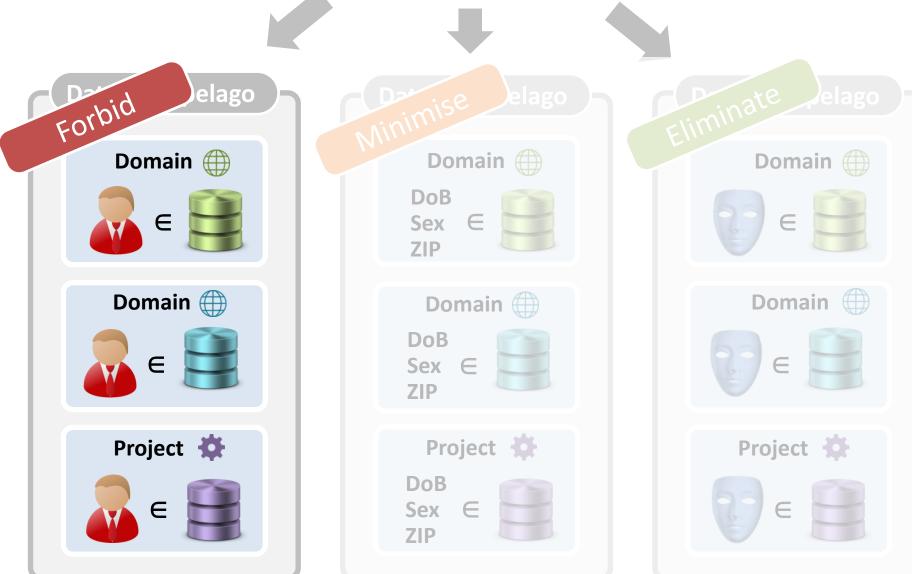




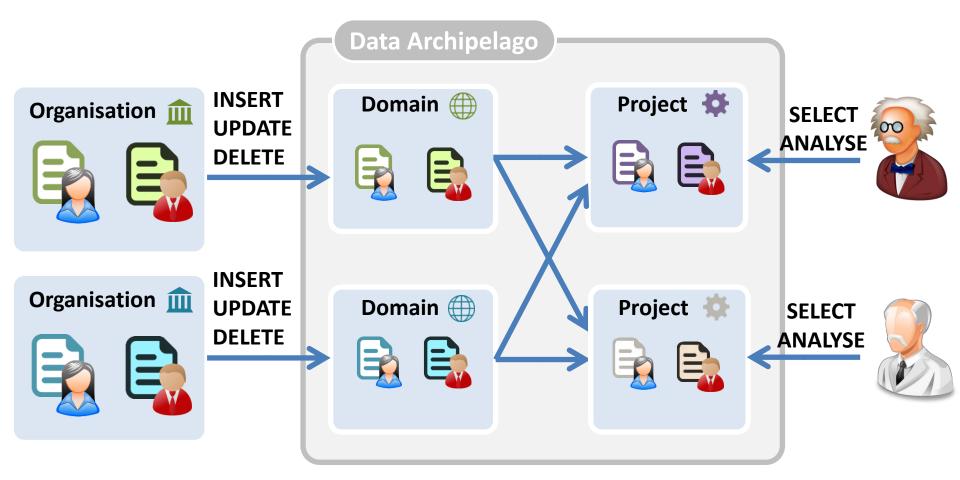
# Linkability



# Linkability



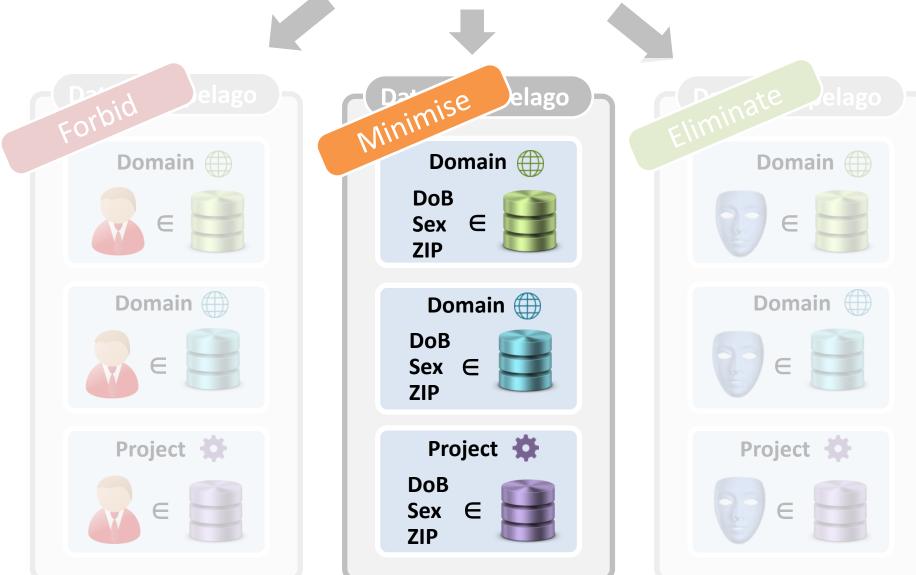
# **Linkabilities with Identifiers**



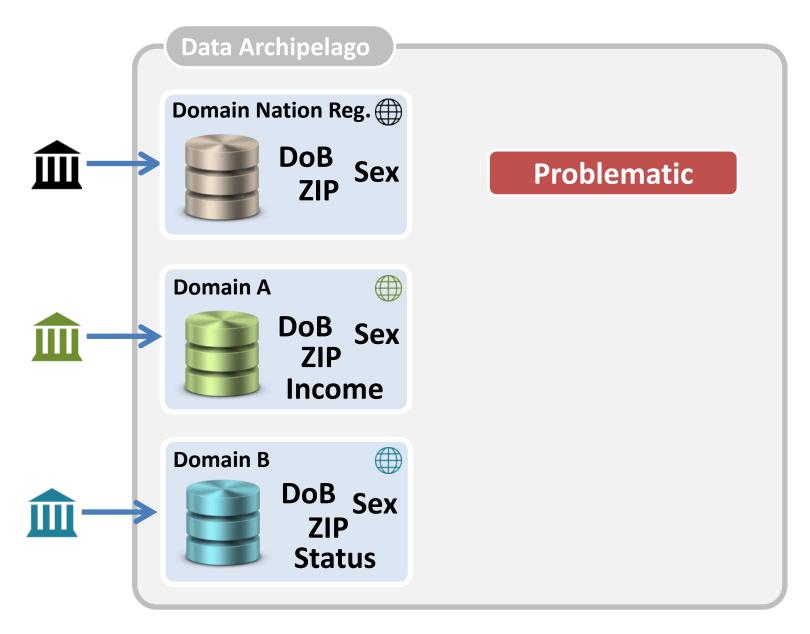
Every island knows the identifier of citizen

GDPR fully applicable  $\rightarrow$  Not a good idea

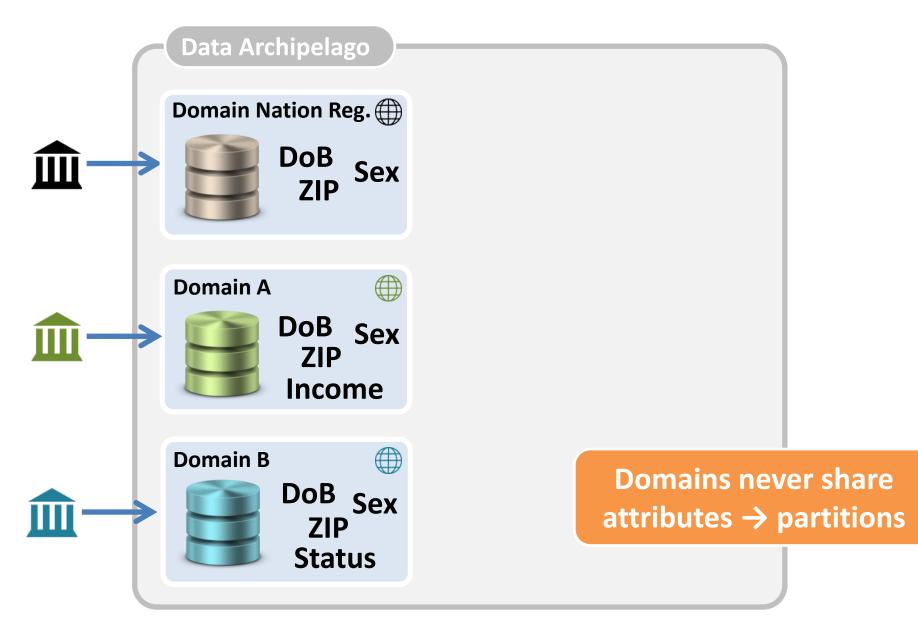
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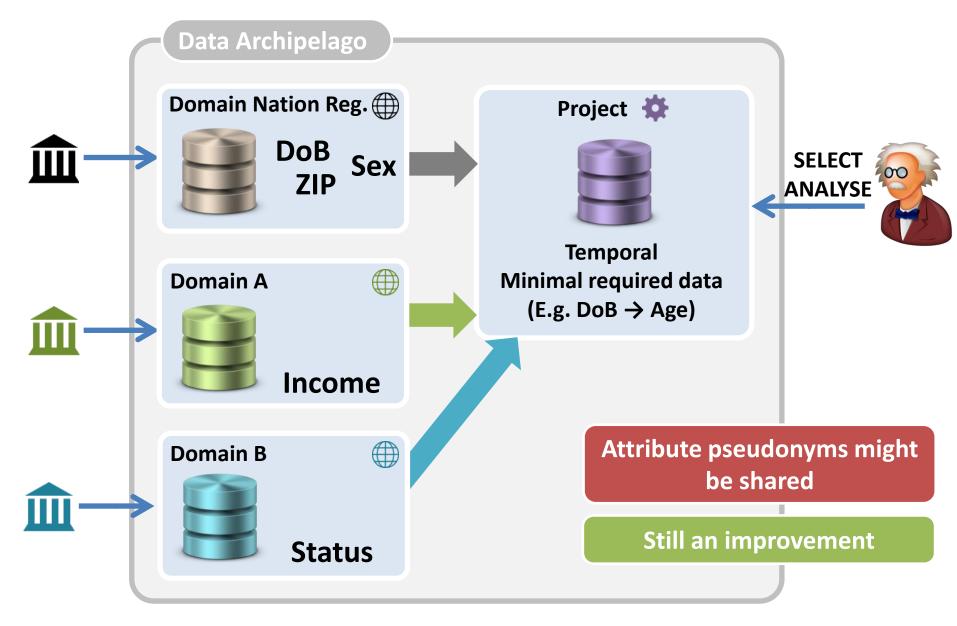
### **Attribute Linkbability**



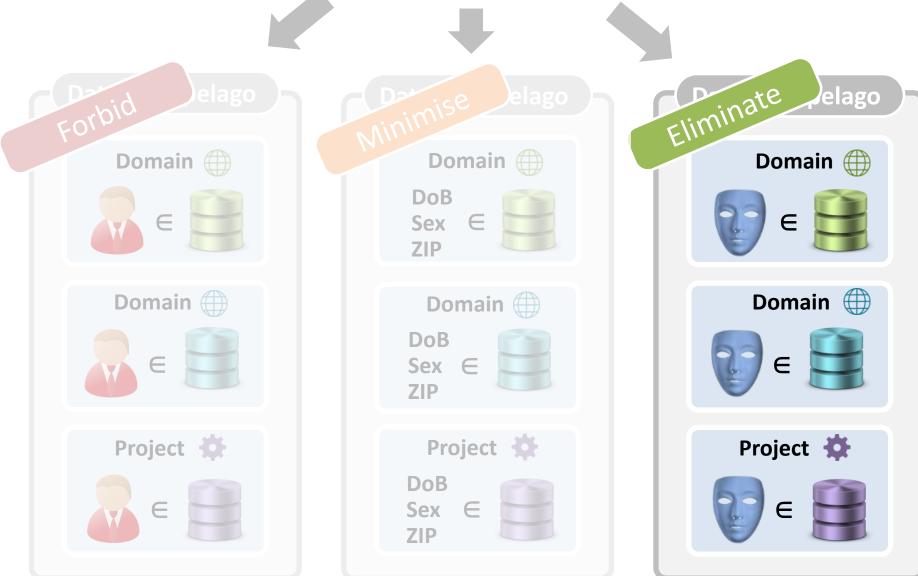
#### **Attribute Linkbability**



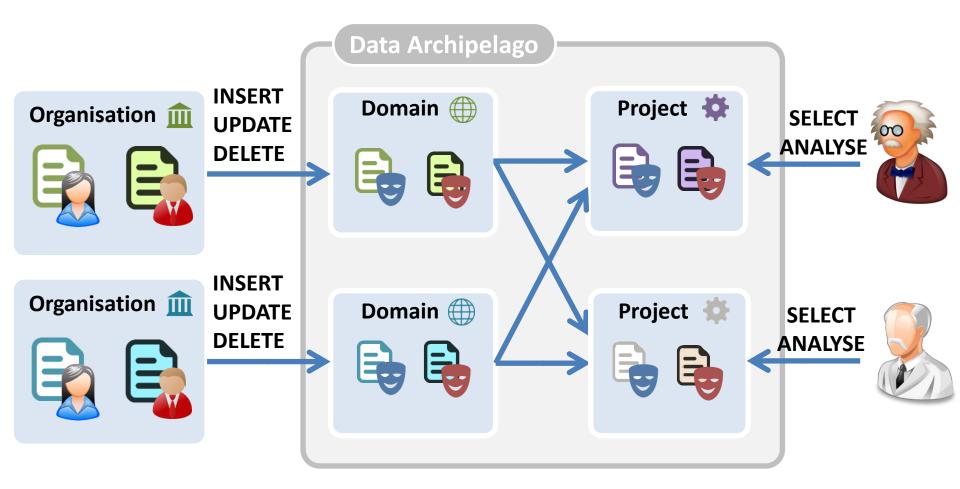
### **Attribute Linkbability**



# Linkability

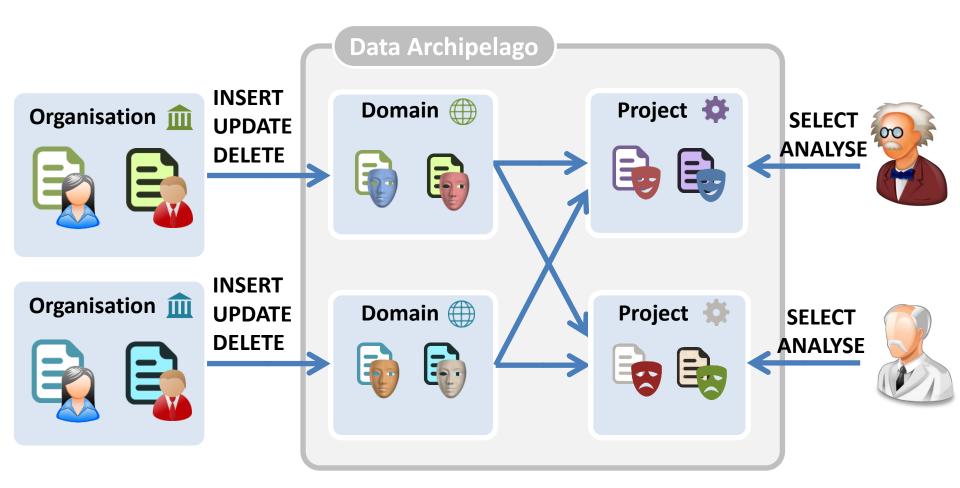


### Linkabilities with Pseudonyms

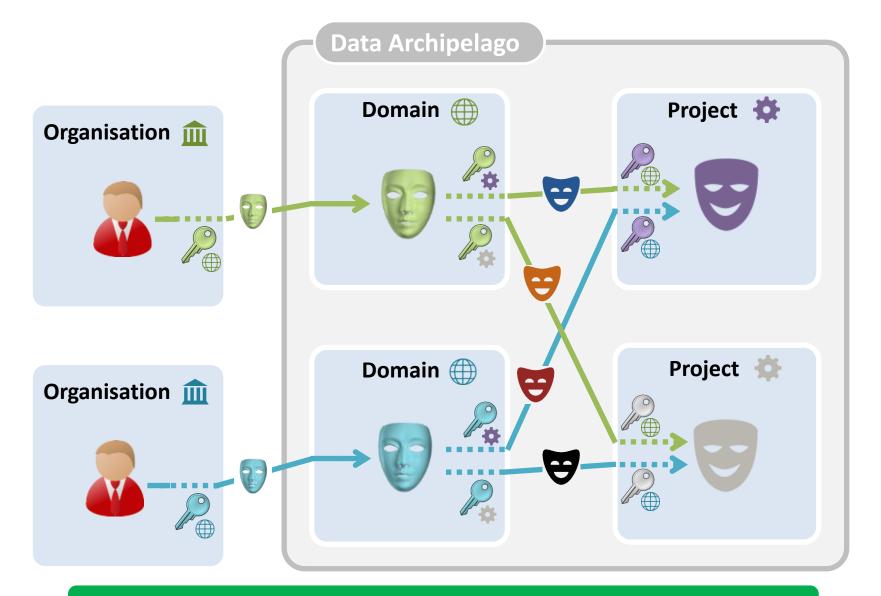


Citizen is known on each island under the same pseudonym

### In a Perfect World...

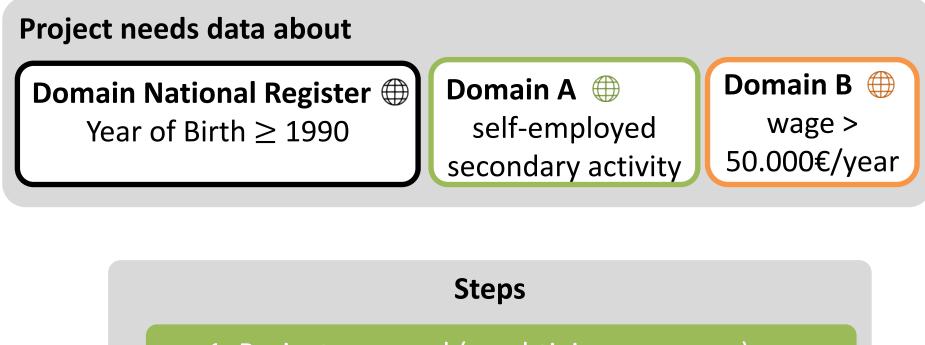


Every citizen has a separate pseudonym for each island Pseudonyms unlinkable to each other and to identifier

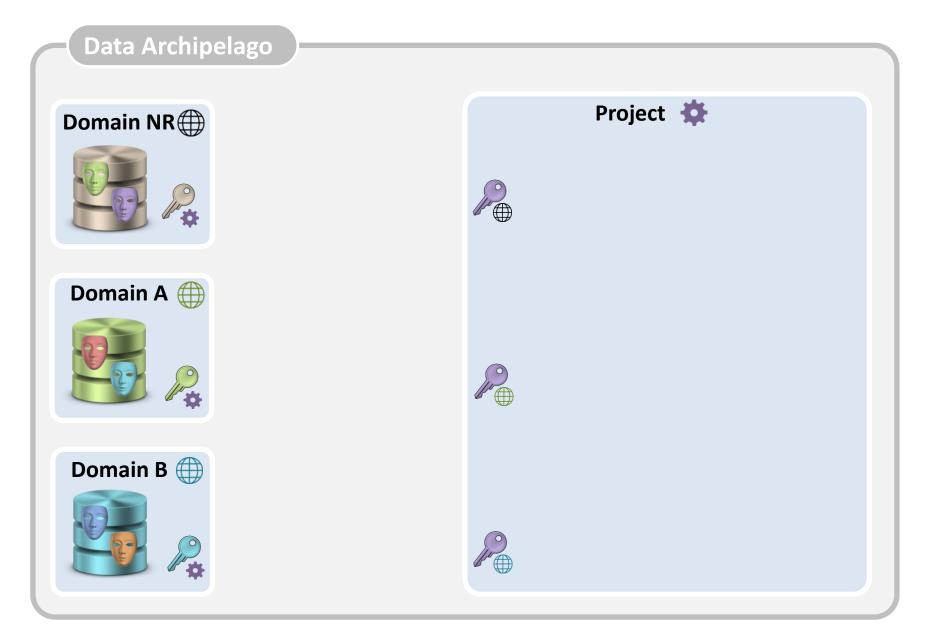


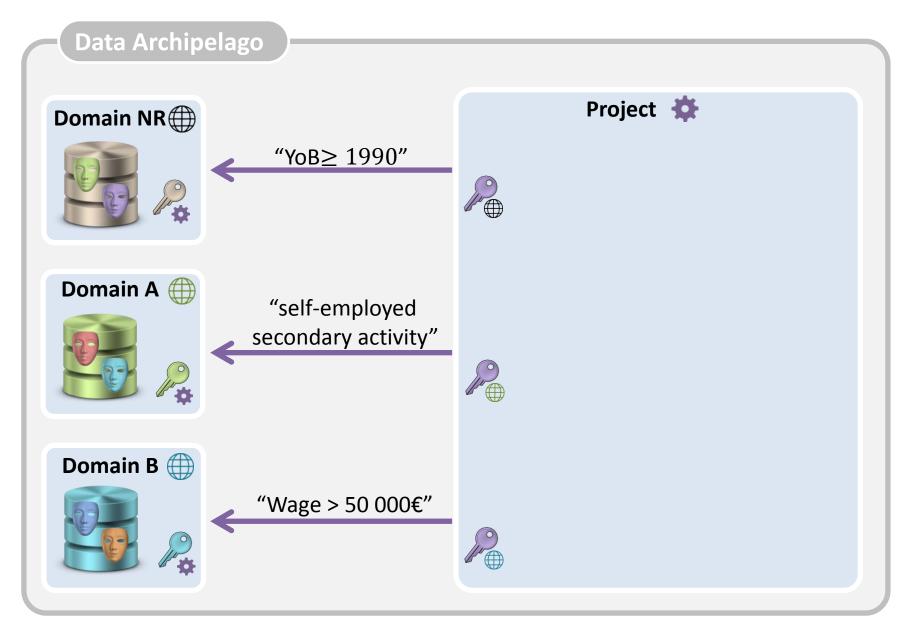
New link requires at least two parties => isolation

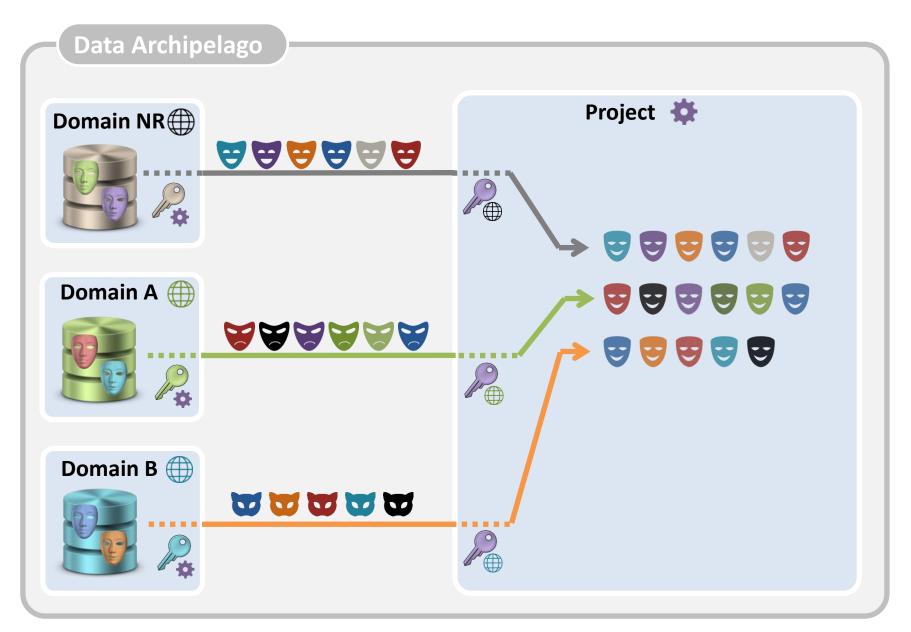
### A Project Example

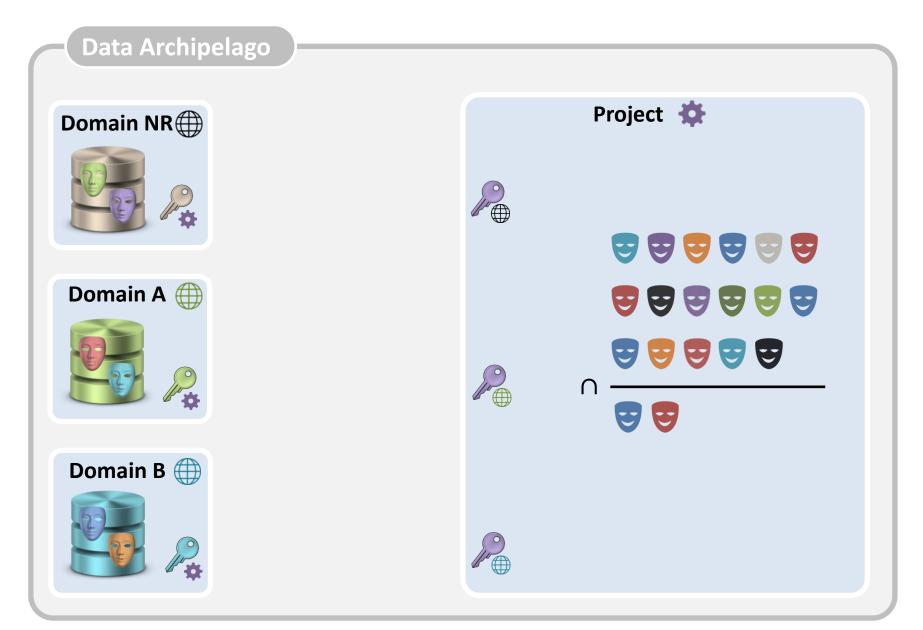


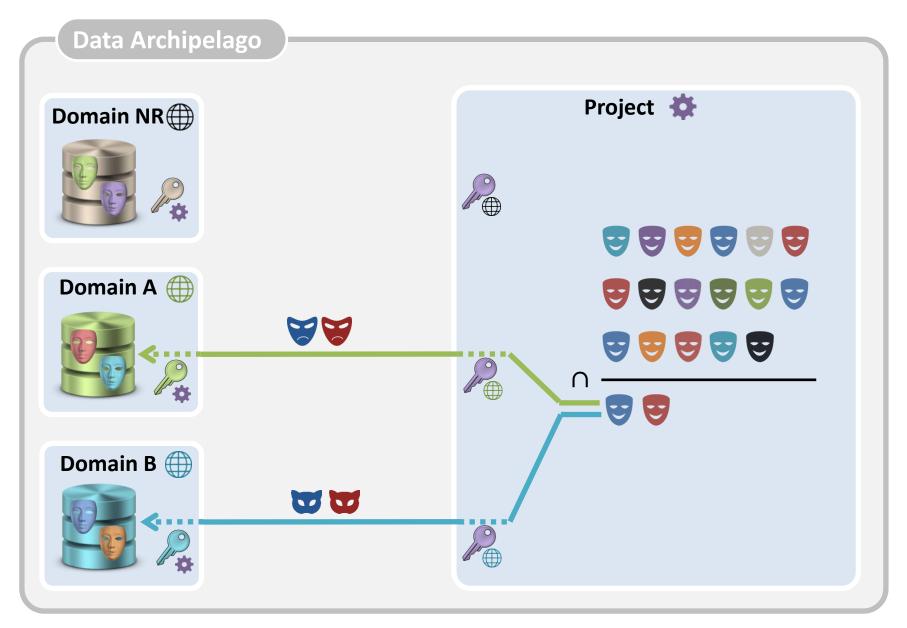


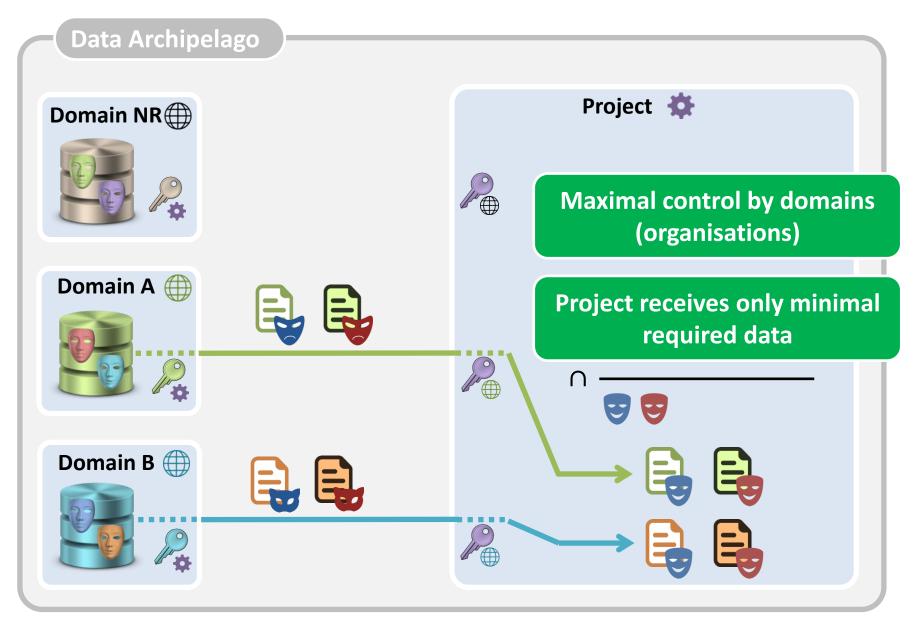


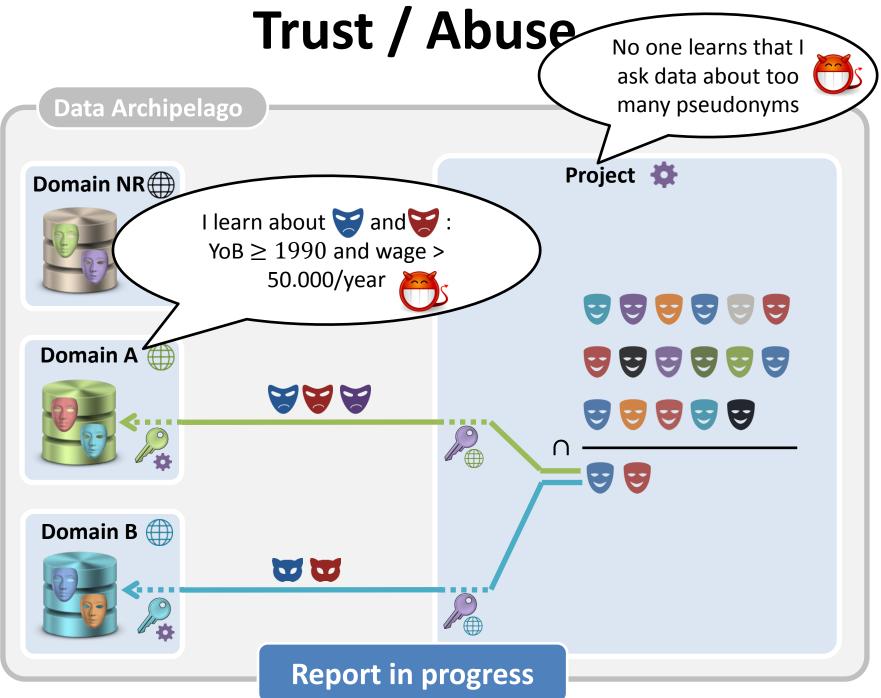




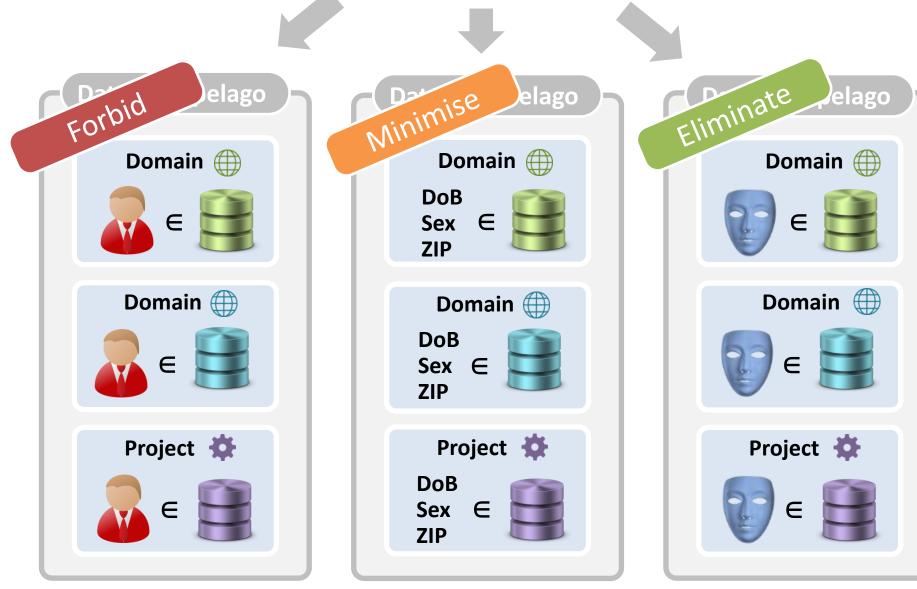




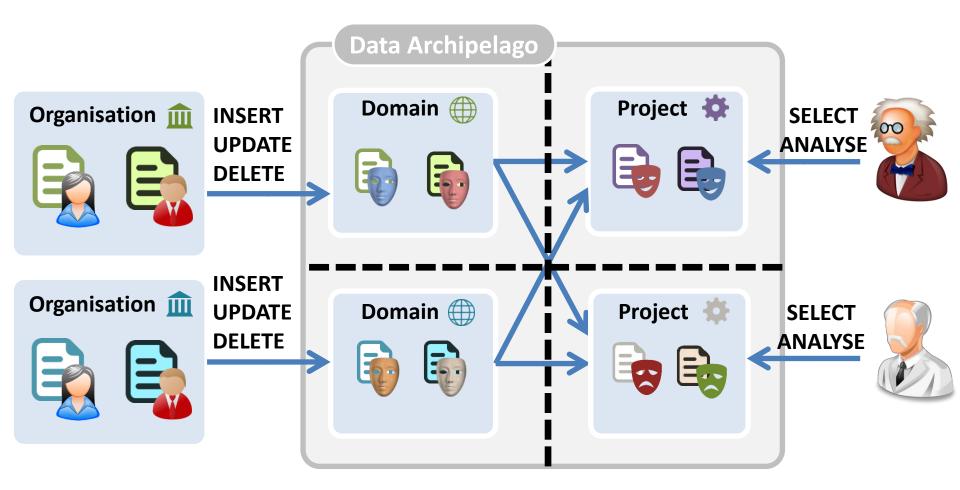




# Linkability



# **Maximal isolation**



### In Summary

#### Efficient linking together of data

#### **Organisation more control over data**

- Decides what data to domain
- Cooperation required to link data in project

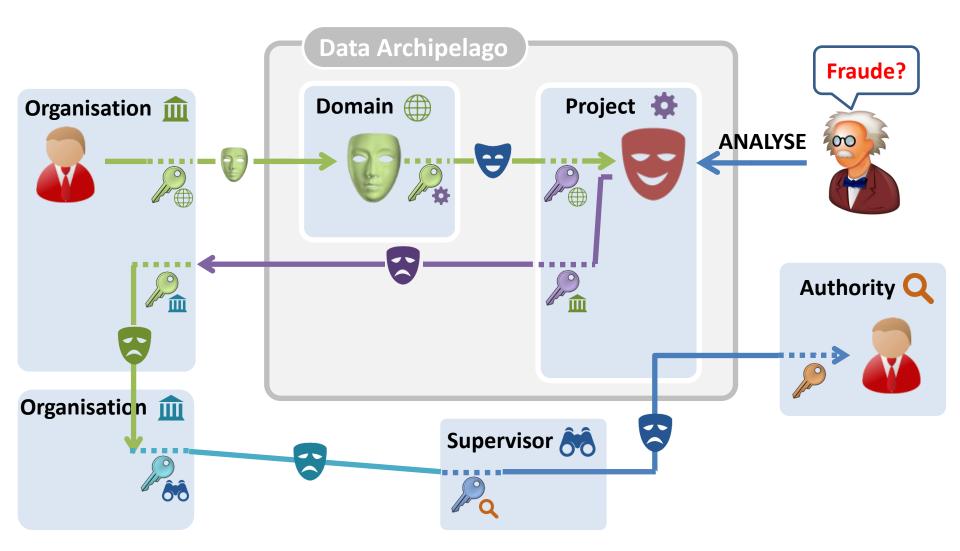
#### Minimal impact in case of data breach

- By minimising linkabilities
- More probable that use for secondary purposes and research allowed by GDPR

#### Flexible, case-by-case deanonymisation

- E.g. for fraud detection
- E.g. Approval Privacy Commission required for each deanonymisation
- Privacy Commission does not learn identity suspect

#### Deanonymisation





G

P

B

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# **Under the hood**

(W)

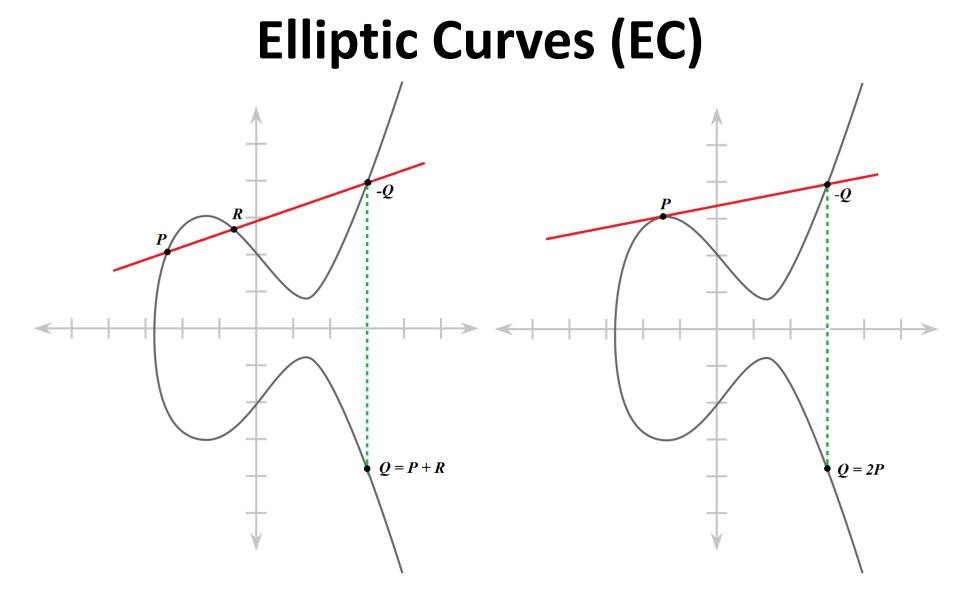
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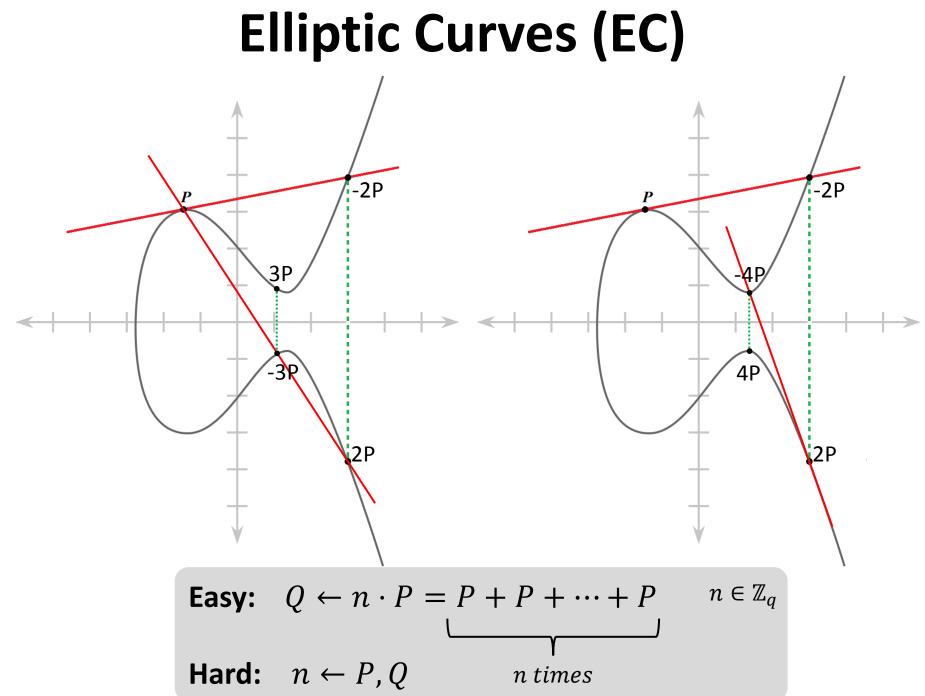
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C

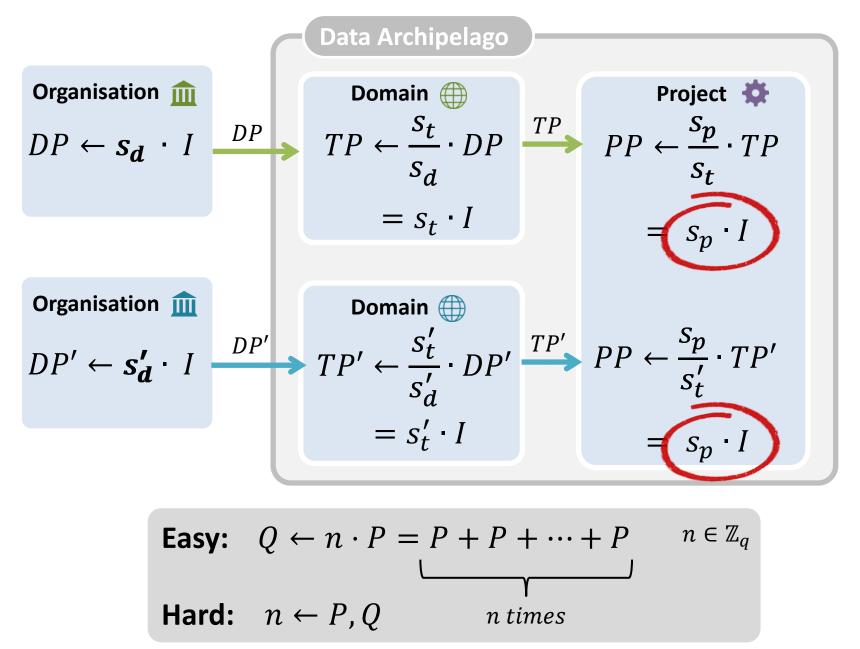
P

A





#### **Central Idea**



### Proof-of-Concept

Theoretical model also works in practice

#### Performance pseudonym conversion

PC Windows 7 Enterprise (64bit) on a single 2,66Ghz Intel i5 core

	RSA		EC			
Key size	One operation	Ops / hour	Key size	One operation	Ops / hour	
1536 bit	58ms	62070	192 bit	0,4ms	9 million	
2048 bit	135ms	26700	224 bit	0,6ms	6 million	
3072 bit	440ms	8180	256 bit	0,7-0,8ms	4-5 million	

1 million pseudonym conversions => 12,5 minutes

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#### A step forward

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