

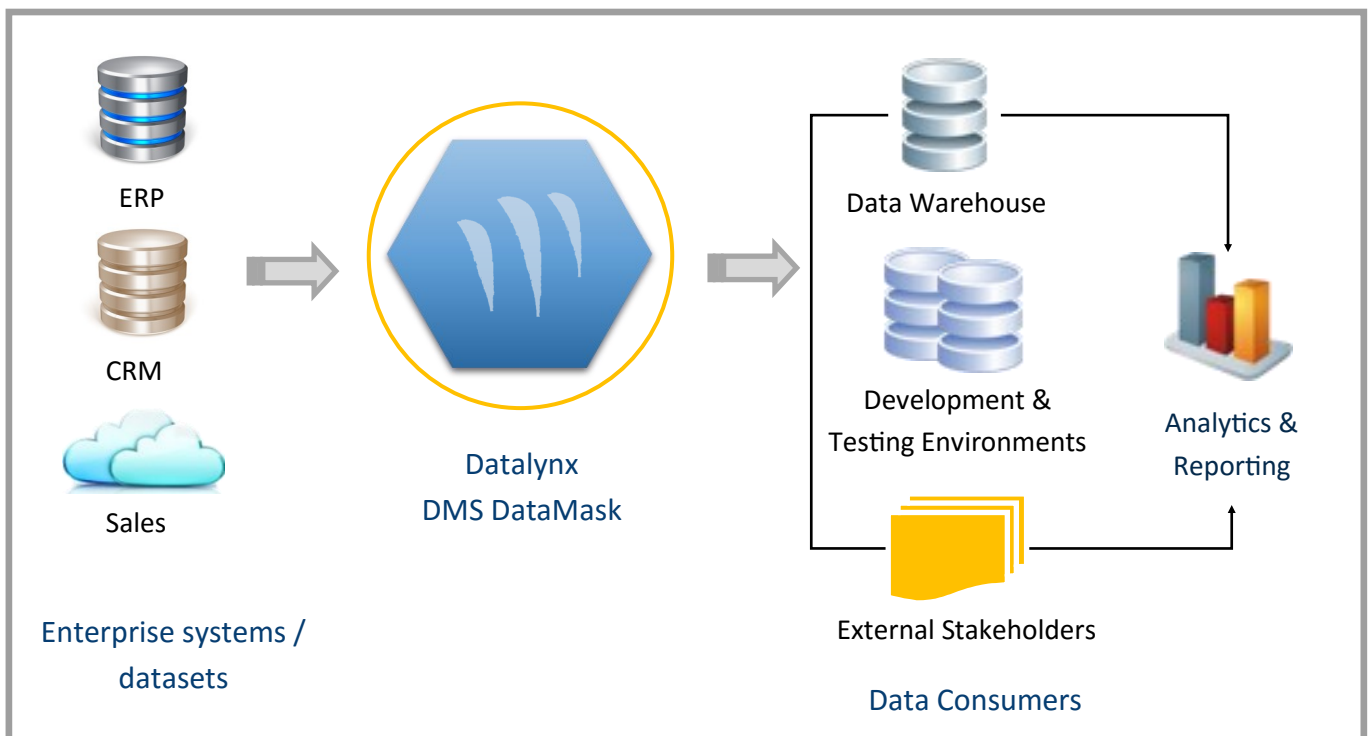
Datalynx DMS Solutions

Data Masking for Information Privacy

DMS DataMask simplifies the management of Personally Identifiable Information (PII) to support information privacy via a simple to implement and extremely powerful Data Masking solution.

Using a combination of sophisticated internal masking algorithms and prebuilt lists of valid data replacement values, DataMask delivers enormous flexibility and allows you to publish meaningful data, while hiding each subject's true identity.

DMS DataMask integrates with standard databases and also works with a broad range of less common datasets. Mask items such as *names, addresses, DoB, phone numbers, email accounts, ABNs, credit card & social security numbers* and more..



Key Benefits of using DMS DataMask:

- Helps organisations meet their Information Privacy obligations.
- Easily produces meaningful masked data based on defined business rules
- Maintains all the relationships in the data within and across datasets
- Can be configured as a scheduled repeatable process or run manually
- Can operate in conventional environments and in the Cloud.

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