

EviData™

POWERED BY

Woodway Assurance

Re-identification Risk Assessment for Data Governance

Automated risk scoring of de-identified and synthetic data that enables innovation while strengthening privacy compliance and vendor controls

The Data Governance Challenge



Misuse of identifiable data
beyond originally approved purpose

*Teams assume broader permissions
than granted*



False assumption that
de-identified data is risk-free

*Leading to inadequate controls
and governance gaps*



Inconsistent application of
de-identification across teams

*Creating compliance vulnerabilities
and audit exposure*



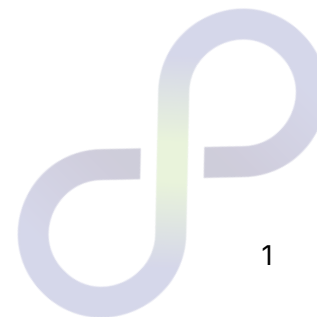
Over-retention of identifiable
data "just in case"

*Instead of de-identifying to support safe
retention, destruction and new uses*



Inadvertent sharing after removing
only basic identifiers

*Assuming it's de-identified and increasing
breach risk*



De-identification as a Privacy Foundation



Data Minimization

Identifiers that are not needed are removed, reducing exposure surface area



Least Privilege

Fewer users need personally identifiable information, tightening the security perimeter



Breach Impact Reduction

Compromised data becomes materially less harmful when properly de-identified



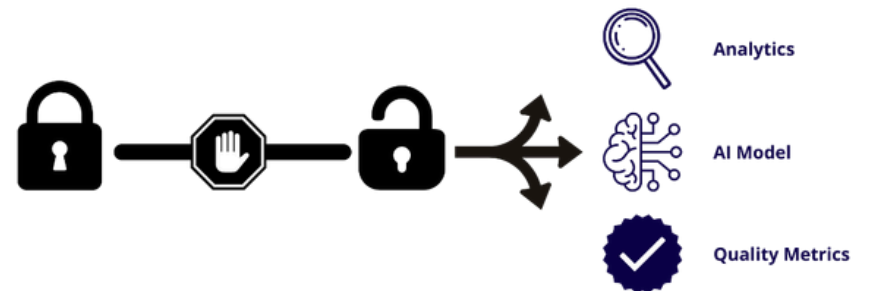
Done well, this proportional safeguarding approach aligns with regulatory expectations



Standards-Aligned De-identification Enables Innovation Without Lowering the Privacy Bar

Analytics, AI, and quality improvement initiatives often stall because access to personal information is slow, expensive, and tightly constrained—as it should be for protecting sensitive information. Data teams need access to high quality data to analyze and build. Privacy and legal teams need **clear and defensible evidence** before they can approve data use and sharing.

A **third-party privacy assessment of re-identification risk** enables innovation without asking the privacy team to lower the bar. It turns a default “no” into a managed and defensible “yes,” while helping organizations address evolving anonymization requirements.



Creates a responsible middle ground: useful data with measurably lower privacy risk and stronger regulatory alignment



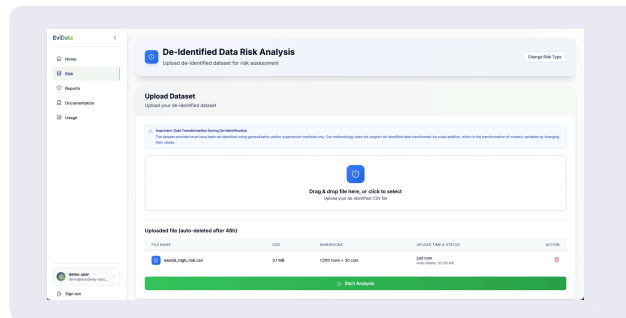
EviData is mapped to modern and globally-recognized guidance including from the Ontario Information and Privacy Commissioner (IPC), ISO standards and HIPAA Expert Determination, and addresses Quebec Law 25 and GDPR anonymization expectations.



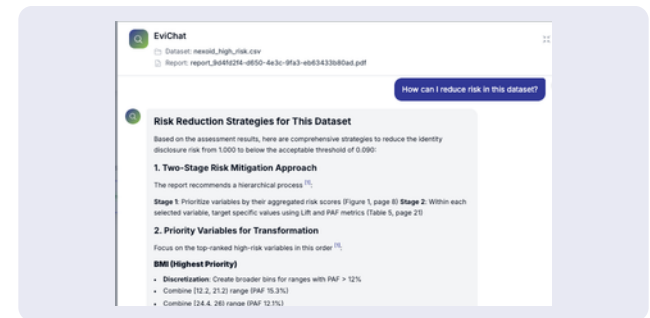
Move From "Stop" to "Go" in 4 Simple Steps



EviData produces a clear, detailed and independent risk assessment report providing guidance on how to reduce re-identification risk.



Minimal information or expertise is needed by the user to perform the risk assessment using EviData



EviAgent™ offers an LLM-enabled dialogue with the risk assessment tool to understand the results and determine next actions



EviData Core Capabilities



Formal Risk Scoring

Built-in re-identification risk measurement for de-identified or synthetic data, with clear thresholds and regulatory documentation



Automated Scale

Rapid automated assessments enabling analysts and business users to get reliable answers quickly



Flexible Deployment

On-premises or Canadian-hosted options, with no default data leakage and clear subcontractor assurances



Lifecycle Monitoring

Periodic ongoing reassessment support when datasets change, linkages are added, or outputs are reused



Evidence Reporting

Clear and digitally-signed reports for PIAs, TRAs and vendor disclosures that cover methods, residual risk, thresholds, assumptions and controls



Multiple Threat Models

Risks evaluated across multiple threat models and attacks, for a more comprehensive assessment



AI-enabled Risk Insight

Advanced large language models answer user questions and interpret risk assessment results for determining subsequent actions, especially if risk is assessed to be too high



Why EviData

With EviData, organizations can:



Unlock Data Value Unlock more datasets for secondary use and disclosure



Accelerate Insights Speed up analytics and AI work, and get to insights faster



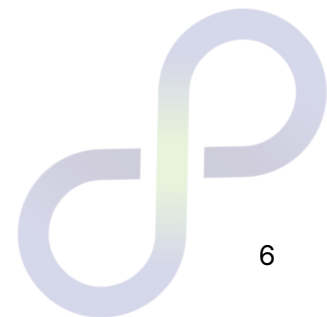
Empower Teams Let data analysts and business users run reliable, defensible risk assessments quickly with minimal training



Reduce Friction Reduce internal friction with privacy and legal by providing clear evidence and documentation



Achieve Global Compliance Use a consistent approach across multiple regions that aligns with international standards and regulatory guidance, including Quebec Law 25, and satisfies the US HIPAA Privacy Rule de-identification method (Expert Determination), as well as European regulatory interpretations of anonymity under the GDPR



Reducing Privacy Risks Enhances Vendor Posture Instead of Weakening It



Limits what vendors can see and retain

Contractual data minimization becomes technically enforceable



Reduces cross-border data concerns

International collaboration and cloud usage are simplified



Makes contracts simpler, breach scenarios less severe

Negotiating position improves and downstream liability is lowered



Comparison of Approaches

Comparing traditional approaches of re-identification risk assessment to using EviData software reveals stark differences in time, cost, and repeatability. While manual reviews take weeks and external consultants take months — both with high costs and low repeatability — EviData delivers automated assessments within minutes, with very low cost, high repeatability and very high audit strength.

APPROACH	TIME	COST	REPEATABILITY	AUDIT STRENGTH
Manual Internal Expert Review	Weeks	High	Low	MEDIUM
External Consultant	Months	Very high	Low	HIGH
EviData Automated Scoring	Minutes	Very Low	High	VERY HIGH



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Strengthen Privacy While Enabling Innovation

EviData provides the formal risk assessment infrastructure organizations across health and life sciences, financial services, retail and other sectors need to use data responsibly, satisfy regulatory expectations, and maintain strong vendor governance

Contact us today for your two-week trial of EviData



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