Anonymization - reference card for researchers

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Anonymization:

WHAT TO THINK ABOUT!

Want to know more? Turn card over!

1. Be aware that data about people is rarely ever anonymous and if the data isn’t anonymous, the GDPR privacy law applies.
2. Pseudonymization is an important method to protect privacy. There are gradations in how identifiable pseudonymous data is, but in all cases, pseudonymized data is still not anonymous.
3. Ask experts in your institution, such as data stewards, for advice about what measures you can take to pseudonymize your data or to get advice on whether or not your data can be considered anonymous.
### PERSONAL DATA

**Fully identifiable data**

Any data from which a person could immediately be identified with little to no effort (e.g. names, faces, unique characteristics).

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**Pseudonymous data**

Data from which a person cannot be immediately identified, however it remains possible to identify a person from the data.

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### EXAMPLE

- **Patient number**: 90210
- **City**: Leeuwarden
- **Date of birth**: 27-4-1967
- **Income**: 7,861
- **Job**: Judge
- **Car**: DeLorean
- **License Plate**: SN-09-HN

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### ANONYMOUS DATA

Data which cannot be traced back to an individual person. Data collected from human subjects, either directly or when re-used for secondary research, is rarely ever anonymous.

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- **Study subject**: 47110009
- **Region**: Friesland
- **Year of birth**: 1967
- **Income**: 7,500–10,000
- **Job**: Legal
- **Car**: DeLorean

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- **Country**: Netherlands
- **Age**: 51–60
- **Income**: 5,000 – 15,000
- **Job**: Legal
- **Car**: sportwagen

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### WANT TO KNOW MORE?

**TURN CARD OVER!**

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