

Amsterdam University of Applied Sciences

Anonymization - reference card for researchers

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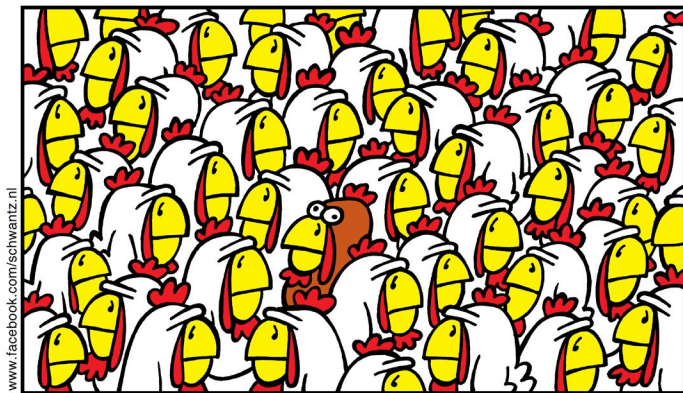
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Anonymization: WHAT TO THINK ABOUT!

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

ANONYMOUS 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).

EXAMPLE

Patient number 90210
City Leeuwarden
Date of birth 27-4-1967
Income 7.861
Job Judge
Car DeLorean
License Plate SN-09-HN

Pseudonymous data

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

Study subject 47110009
Region Friesland
Year of birth 1967
Income 7.500-10.000
Job Legal
Car DeLorean

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.

Country Netherlands
Age 51-60
Income 5.000 – 15.000
Job Legal
Car sportwagen

**WANT TO KNOW MORE?
TURN CARD OVER!**



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Management

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