Text IQ releases robust AI solution that helps organizations

to redact and mask private consumer data

Fast growing company provides the most comprehensive pseudonymization tools to date

New York, NY — 09/28/2018 — Text IQ, the market leader in securing private data through the power of AI, has announced its latest product offering: GDPR IQ. Text IQ is a proven innovator in the privacy realm, setting itself apart from the competition as the category creator and frontrunner for AI solutions that protect sensitive information. GDPR IQ employs Text IQ's proprietary technology to identify private information tied to any one individual – and safeguard it.

The Eastern European General Data Protection Regulation (GDPR) came into compliance on May 25. It requires all organizations that collect the personal information of EU residents to ensure this information is secured – regardless of the country in which they operate. Non-compliant companies face fines of up to 20 million Euros or 4 percent of its total annual revenue, whichever is greater.

Many organizations have found GDPR compliance a challenging obstacle. The EU GDPR's definition of "personal information" is very broad, going beyond names and "regular expressions" such as social security or credit card numbers. The GDPR's broad definition of personal information also includes: email addresses, religious beliefs, political affiliations, location data and investment accounts, among others.

Data subject rights is also a prevalent issue tied to the GDPR. When an EU citizen exercises his or her "right to be forgotten," they can request to have all traces of their personal

information removed from a dataset. They can also deny permission to have their personal information shared with a third party, such as in a litigation or merger.

Privacy is a growing concern that is rapidly catching on in the US. California is now enacting its own version of the GDPR. Since there is no overarching federal regulation addressing information security, a number of state jurisdictions are following suit – particularly in light of recent disasters such as the massive Equifax data breach, which impacted 145.5 million people worldwide.

How GDPR IQ locates, identifies and pseudonymizes confidential information

GDPR IQ uses Text IQ's proprietary socio-linguistic hypergraph technology, which detects all traces of an individual's personal information. It then enables auto-redaction and pseudonymization of that information. Other available tools, such as Blackout by Milylyi or Systran's anonymizer, are limited in that they only redact specific terms input by the user, creating undiscovered, unprotected data vulnerabilities.

These other tools also do not provide pseudonymization. GDPR IQ allows users to keep track of redactions as they correspond to certain people. The system assigns an integer to each unique person and applies that integer to all instances of their redacted information.

Data Privacy Officers, Chief Information Security Officers and information security personnel will benefit from GDPR IQ's solution to a horizontal problem that touches upon privacy, compliance, legal, counter-terrorism, and more. Information security touches upon us all. Organizations going the extra mile to protect sensitive data with effective technical processes that reduce human error will build trust among its customers. They will prevent fines that can severely impact their bottom line.

About Text IQ

Evolving beyond eDiscovery and legal technology, Text IQ has established itself as a groundbreaking provider of AI automation and analysis tools, which help clients to save time and resources. Government agencies, Fortune 200 companies, tech giants, and top healthcare, biotech, energy, insurance, and financial institutions have benefited from Text IQ products.

Text IQ was shortlisted by Microsoft to participate in their new ScaleUp program, empowering a select group of mature startups to co-sell their enterprise products with Microsoft's support. Text IQ recently opened its first office in Europe to ensure a successful launch of GDPR IQ. The company is closing on its seventh profitable quarter, on track to be one of the fastest growing, privately held companies.