



Redact PII cognitively to ensure unmatched privacy compliance



Customers share personally identifiable information (PII) during the normal course of business, but the onus of protecting this information lies with enterprises. Sainapse significantly lowers the cost of compliance by contextually identifying entities and autonomously redacting what's necessary.

Status Quo

Cost of non-compliance with privacy norms is a cause for concerns for all companies, especially their CISOs, and enterprises have grappled with redacting PII (Personally Identifiable Information) consistently and efficiently.

Identifying and redacting structured PII (e.g., credit card numbers and SSNs) is easy since they have a defined form factor. The real challenge in privacy protection lies in taking out unstructured PII, like names and addresses. Creating complicated rules and using dictionaries has proven to be inefficient for this purpose, and many enterprises give up on using rich information to ensure compliance.

Bridging the Gaps

When a customer reaches support with a mail that details a problem and includes their location, organization name, credit card details, and phone number, agents attending to this issue do not need to know most of the PII in order to solve the issue. More importantly, your company (and customers) do not want this data accessible or transmitted openly.

The unstructured PII needs to be identified and redacted based on the context in which it occurs, not by defining an exhaustive list of names or locations.

The Sainapse Edge

Sainapse uses Contextual Identification of Entities (CIE), which is an integral part of its data curation process. By training itself on data involving named entities such as person or location, Sainapse can flawlessly predict if a set of entities occurring in data meet the criteria for redaction. It can train on any named entity from enterprise data and achieves an accuracy of >92% while training machine learning model in less than 15 minutes.

What it means for you

- Utilize rich information including unstructured formats
- Eliminate the need for rules and dictionaries that don't adequately mask PII
- Ensure higher degree of compliance & expose data to teams only on a need-to-know basis

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