

# Privacy in Data with SAS

Patric Hamilton, Solutions Advisor, Data Engineering, SAS Institute

Cecily Hoffritz, Solutions Advisor, Data Engineering, SAS Institute

Data Science Webinar 2<sup>nd</sup> March 2021

# Agenda

Privacy is about the proper handling of sensitive or other confidential data...

About Privacy using SAS

Investigating data assets & privacy

Implementing privacy in structured data

A closer look at standard privacy techniques

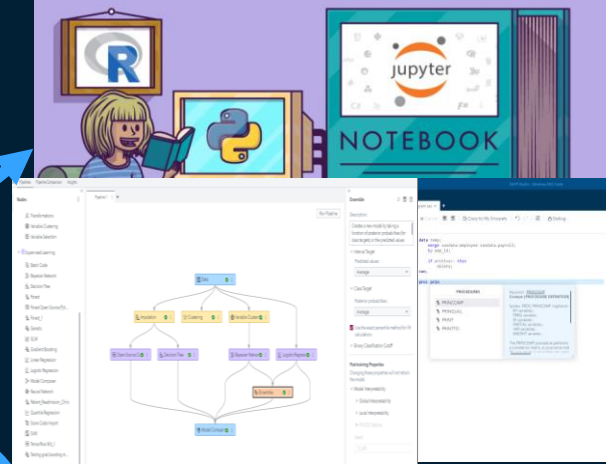
Implementing privacy for unstructured data

# Demo Theme



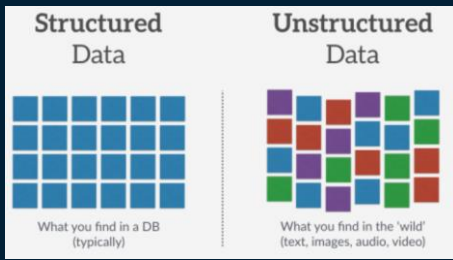
Business user  
Analyst  
Data Scientist  
ETL Developer  
Data Engineer  
...

Users



No code  
Low code  
Code

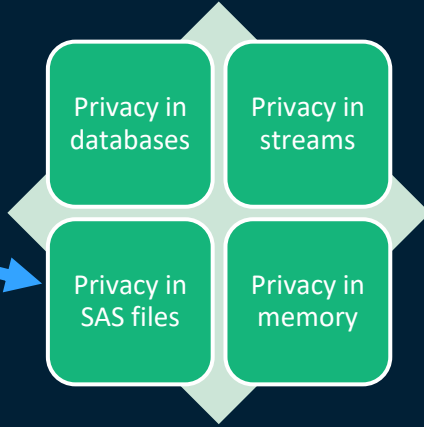
**Privacy with SAS.**  
Define once, apply everywhere.  
Interactively, in batch or real-time.



Data Structure

Data locations

SAS 9, SAS Viya, Python, R...



**Patric, how easy is it for you to ascertain privacy in your data assets?**



**Thank you.**

[sas.com](https://sas.com)

