**EX-Intel engineer sets up startup for AI data protection**

Kim tae-hoon, a former engineer at Intel, has set up a startup called Deeping Source, aimed at collecting, generating, and providing safe-to-use data in intelligent world.

The startup, founded in June last year, has since developed data anonymization technology enabling secure and transparent data collection and sharing.

“The technology removes personally identifiable information from data, while preserving use for machine learning and analytics”, Kim said a recent interview with The Korea Times.

He became interested in issues involving personal data, data ownership and copyright while working at Intel.

“While a huge amount of data is necessary for artificial intelligence, privacy laws have rapidly become a touchy issue, with people expressing concerns over what would happen with their personal data,” he said. “I thought there would be a greater need for protecting private information in data and protecting the data itself in the distribution process.”