

- Understand risks of data sharing
- Choose anonymization models
- Evaluate privacy-utility trade-offs

**Anonymization** 

Model

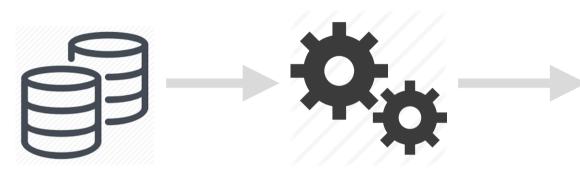
**Differential privacy** 

k-anonymity

t-closeness

I-diversity

## **Data owner**



# Proprietary Data





## Data subject

- Understand privacy policies
- Trust an agency for data collection



- Provide analyses of sanitized data
- Manage access
- Implement policies

### **Data custodian**



Sanitized Data

- Model Outcome
- Visual Uncertainty
- Risks
- Policy

Privacy-preserving data visualization



#### **Data consumer**

- Derive value from sanitized data
- Be aware of privacy policies



- Use background knowledge for identifying individuals
- Randomly attempt to breach privacy

