



# BLANKING OUT NAMES AND ADDRESSES

Information explosion is reality of today, and abuse of personal information for malafide purposes is an issue being grappled with by all stakeholders. Governments, on their part, have shifted onus of protecting PII (Personally Identifiable Information) to enterprises that collect them for legitimate business reasons.

Imagine an automobile dealership that has collected names and addresses of their customers for purposes of registration, and this goes into permanent records due to KYC (Know Your Customer) norms. Any time a customer contacts support, agents typically look for responses within similar issues from earlier cases. Now imagine an agent unknowingly copies all content of a previous exchange that includes name, address and contact details of some customer, and uses that to respond. Dealer now has material exposure for misuse of PII.

Enterprises have long struggled with cleansing records of PII, and mostly given up trying to use their rich information. Names and addresses, with unstructured formats are particularly difficult for autonomous filters to catch and blank. You can tell a system that "John" need to be blanked, but then "Jon" pops up, followed by a "Sean", "Ian" and a "Giovanni", not to speaks of "Jane" which the system has no way of recognizing with its preprogrammed rules and dictionaries.

Sainapse makes this process seamless. Contextual Identification of entities (CIE) is an integral part of

Sainapse's data curation process. While tighter compliances to ensure PII in data is rapidly spreading, Sainapse can now armor enterprises to lessen their burden by introducing CIE. Sainapse trains itself on data involving labeled entities such as person or location. Given unseen data, it can virtually flawlessly predict if set of entities occurring in data include their positional occurrences. It can, in fact, train on any customizable entity from adequate data and labels. Sainapse starts off with a transformer network-based embedding and models it as a sequence labeling problem. Sainapse applies advanced deep learning techniques on the refined (text) embedding to achieve desired accuracy of 92%+ while training ML model in less than 15 minutes.

**BE SURE THAT YOUR CUSTOMERS' DATA IS KEPT SAFE AND EXPOSED ONLY ON NEED TO KNOW BASIS WITH SAINAPSE.**



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