

Digital Wellbeing

# VEIL.AI

## Smarter Use of Sensitive Health Data

**STARTUP CREATION:** VEIL.AI (FINLAND)

**PARTNERS:** University of Helsinki (Finland),  
KTH (Sweden), Philips (The Netherlands)

VEIL.AI

ENABLING USE OF SENSITIVE DATA



## VEIL.AI – easier, safer and faster access to high quality sensitive health data

Health care and medicine are built on sensitive data of private people. VEIL.AI offers pharma companies and other health data users a novel technology to anonymize or synthesize data. We offer a faster access to data, support complicated data types and offer better quality than other methods.

Sensitive health data is in hospital data lakes, registries, biobanks and increasingly in different cloud services. Taking the data in use requires that the privacy of data subjects is guaranteed. The traditionally used pseudonymization is often not enough e.g. according to the GDPR. VEIL.AI is a novel neural networks based approach that has several benefits compared to other techniques.

It offers higher quality of anonymized data, it supports use cases where data anonymization is done BEFORE sharing data to a joint database, it supports anonymization of real time data (e.g. from IoT devices), and it can be used to produce synthetic data.

## Competitive Advantages

- VEIL.AI produces a higher quality (=smaller information loss) of anonymized data
- With other techniques anonymization of complicated data from multiple sources require that you first share all sensitive data and then anonymize it. With VEIL.AI you can anonymize data before sharing it
- Other techniques do not support anonymization of real time data / rapidly accumulating data – VEIL.AI neural network approach supports even these data types.

## Target Markets

- Pharma companies globally
- Diagnostics companies globally
- Providers of IT solutions to hospitals, hospital districts and health registries in Europe and North America

## Status/ Traction

- SciLifeLab (KTH and Uppsala University in Sweden) pilot our technology with a diabetes data set and also to anonymize a certain drug discovery data
- Philips pilots our technology within their architecture and pipelines
- THL (the leading Finnish health authority) pilots our technology with their biobank data
- Several Finnish biobanks use our consent and ID management software

## Road Map

### 2020

- 4-fold product offering launched (1: data pseudonymization and consent management service. 2: Data anonymization service. 3: Data synthetization service. 4: Re-identification risk assessment service.)

### 2021

- Further API development, support to on-prem solutions

## Leveraged Technologies

VEIL.AI technology is based on 20+ years of research work at FIMM / U Helsinki with the most sensitive health data (biobanks, genome, registry and clinical data). 2018-19 U Helsinki has filed a patent application of the VEIL.AI technology. It's highly unique and conceptually revolutionary way to de-identify data. Open source (de-identification) tooling for creating the de-identification pipeline.

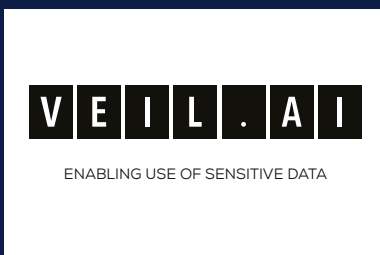
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