ERUCES to present and demonstrate new anonymization techniques at the 2008 H.O.P.E. Conference

Lenexa, KS (PRWEB) June 24, 2008 – ERUCES' Vice President of Global Security Solutions & Sales, Jon-Michael C. Brook, will present at the 2008 HOPE Conference in July. Giving a talk entitled "Pseudonymization Methodologies: Personal Liberty vs. the Greater Good" Mr. Brook will discuss the various methods for hiding personal information within data sets, provide a market survey, ways to reconstruct those data and demonstrate several example application scenarios.

Data sets from health care providers to financial services companies include Personally Identifiable Information (PII) such as Social Security Numbers, names, or dates of birth. Generically referred to as anonymization, pseudonymization replaces PII with mathematically generated aliases. The mathematical methods for generating these aliases are vendor specific, with each presenting strengths and weaknesses.

"Pseudonymization will be the next hot topic in data mining," said Mr. Brook. "Health care researchers may present skewed results if they rely on improperly anonymized data. Terrorist watch lists may invade US citizens' privacy if the TSA doesn't anonymize, and may not catch the bad guys if they do. And what happens when the CDC receives five reports of the Avian Flu – is that one individual visiting five hospitals? Indeed, finding 'information' within data sets with some of the anonymization techniques may be far outside the design of those systems."

"The ERUCES' Key Server provides fast encryption key access, and since the Tricryption architecture does not store keys with the data, anonymization of database sets works quite well," according to Mr. Oggy Vasic, Vice President of Software Development. "We expect this to be a well attended talk that may open a few eyes as to how Data Leakage may occur when anonymization systems are not properly devised. It will also demonstrate, when architected properly, how anonymization protects Personally Identifiable Information."

The 2600 Group created the HOPE (Hackers On Planet Earth) Conference in 1994 as a place to share new technology, privacy topics, security methods and network technologies. The conference is held every two years in New York City. This year's conference includes keynote speeches by senior editor for Newsweek Steven Levy, computer security consultant Kevin Mitnick and privacy expert Steven Rambam. More information may be found on the HOPE Conference website at www.hope.net.

About ERUCES:
ERUCES is redefining cryptographic security, providing encryption key server management and key distribution products that protect Databases, Workstations, Servers, Web Services/Application Servers and third-party applications. ERUCES Tricryption software utilizes standard encryption algorithms implemented in validated cryptographic modules. ERUCES is a privately held software company headquartered in Kansas City with offices in Tampa, Orlando, and Columbia, MD. For further information on ERUCES, visit www.eruces.com.