

## De-identification for privacy protection in multimedia content

### Objectives

- Establishing mechanisms for sharing knowledge and technology among experts in different fields related to automated de-identification and reversible de-identification
- Providing innovative solutions for concealing, or removal of identifiers while preserving data utility and naturalness
- Investigating reversible de-identification and providing a thorough analysis of security risks of reversible de-identification
- Providing a detailed analysis of legal, ethical and social repercussion of reversible/non-reversible de-identification
- Promoting and facilitating the transfer of knowledge to all stakeholders (scientific community, end-users, SMEs) through workshops, conference special sessions, seminars and publications

### Working Groups

- WG1: De-identification methods for biometric identifiers
- WG2: De-identification methods for soft- and non-biometric identifiers
- WG3: Applications and added value of de-identified data
- WG4: Ethical, bioethical, societal and legal aspects and guidelines for de-identification and reversible de-identification

### Main Achievements

- Development of novel de-identification methods for dealing with **physical** and **behavioural** biometric identifiers, which are simultaneously present in multimedia contents
- Development of novel de-identification methods for privacy protection by removing or concealing present **soft biometric data** in multimedia contents (e.g. eye colour, height, weight, age, gender, race, silhouette, moles, birthmarks and scars)
- Development of de-identification methods for **non-biometric** identifiers (e.g. dressing style and/or speech context; specific social and political context, and environment)
- Establishing a platform for theoretical research which is related to the evaluation of "quality" of de-identification, and the measurement of the level of de-identification
- Establishing a platform for studies of legal, ethical and social aspects of de- and re-identification in multimedia contents and social network sites

### Gender Balance and Early Stage Researchers

- Full participation of women as activity and WG leaders, ensuring the gender balance in the leading roles (co-chair of the Action, chair of the WG)
- The Action will actively promote the involvement of ESRs through Short Term Scientific Mission (STSM) Committee, 8 STSMs in the first year, workshop(s) and invited lectures
- More than 30% of those involved in the Action are female researchers and ESRs
- Foreseen Support Measures: Inviting female researchers as the keynote speakers at the workshops; promoting gender balance in STSM applications

### Dissemination

- Special session "Biometrics, Privacy and De-identification" at the 37<sup>th</sup> International Convention MIPRO 2014, CIS - Intelligent Systems
- Dissemination of research work and results through scientific publications and the Action website

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Participating countries: 22

AT, BA, BE, CH, CY, CZ, DE, DK, ES, FI, FR, GR, HR, IT, MK, MT, PL, PT, RS, SI, TR, UK

Internat. Collaboration:

US, CN

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[www.cost.eu/domains\\_actions/ict/Actions/IC1206](http://www.cost.eu/domains_actions/ict/Actions/IC1206)  
[cost\\_ic1206.uvigo.es](http://cost_ic1206.uvigo.es) (under construction)



An illustration of face de-identification



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