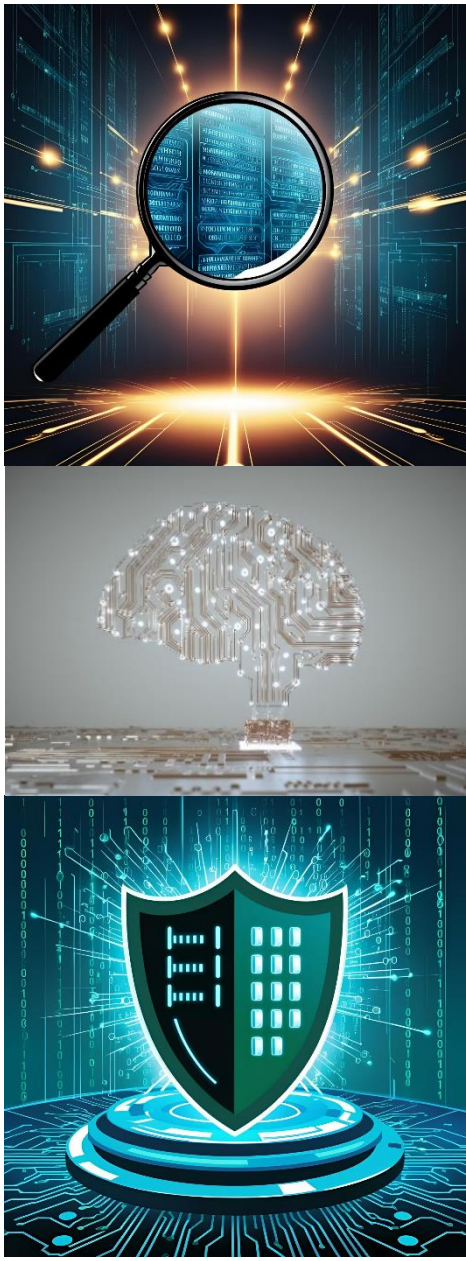
Anonymisaton, Pseudonymisation, and De-identification Primer



Course Objectives

Data anonymisation, pseudonymisation, and de-identification all have a long-standing history in data governance, statistics, and privacy / data protection. Sometimes they are treated individually, sometimes together. In recent years they gained further interest as a form of Privacy Enhancing Technology (PET), and more recently as a key component in 'privacy-oriented' Artificial Intelligence / Machine Learning (AI / ML). These techniques are theoretically powerful privacy mechanisms but still carry various types of re-identification risks and privacy failures when applied without correct understanding.

This course provides a thorough overview and comparison of all three techniques, how they operate and what considerations need to be taken into account when applying them in different scenarios. The course highlights conceptual and practical nuances within the privacy / data protection domain, demonstrates the techniques and limitations, and provides a solid foundation for privacy-minded AI / ML (which also serves as a stepping stone to various discussions about AI / ML / model explainability).

This course is ideal for busy DPOs, AI / ML professionals, project managers, and compliance officers, who are responsible for data sharing and data protection, be it through policy approaches, risk management, governance, or actual implementation. The course explains the typical engineering jargon and technical details in an understandable manner for non-Information Technology (IT) audience.

This course complements our more specialised deep-dives on Anonymising Data using k-Anonymity and Pseudonymisation Primer.

Who should attend?

- Data Protection Officers (DPOs), AI / ML Professionals, Compliance Professionals, and Corporate / In-house Counsels
- Privacy / Software Engineers, Technical Staff, Developers, Data Analysts, Data Architects, and Project / Risk Managers

Course Details

Course Code:	PE104
Title:	Anonymisation, Pseudonymisation, and De-identification Primer
Duration:	½ day (approximately 3.5 contact hours)
Mode of Training:	In-person
Venue:	Drew & Napier LLC 10 Collyer Quay, 10th Floor, Ocean Financial Centre Singapore 049315
Course Fee:	S$300.00 (excluding GST)

To view available dates and register for this course, please click here. You may view all available courses and our course schedule(s) on our Academy webpage (https://www.drewnapier.com/Academy/Course-Schedule-Ors).

Course Outline

- **Core Aspects and Intended Scope**
  - Identity, Identification, Identifiability, and sensitivity of data
  - Data attribute types and Data utility
  - Data secrecy versus identity secrecy versus protection and obfuscation
  - Definitions

- **Typical Techniques**
  - Simple appending / replacement / distortion
  - Advanced techniques
  - Use case dependence

- **Critical Differences / Overlaps**
  - Threat models and risk levels
  - Tool support

- **Overview on Guidance**
  - Personal Data Protection Commission (PDPC), Association of Southeast Asian Nations (ASEAN), and Asia Pacific Privacy Authorities (APPA) ("5-step approach")
  - General Data Protection Regulation (GDPR)
  - European Data Protection Board (EDPB)

Course Facilitator

Albert Pichlmaier is Senior Learning Technology Designer with Drew Academy and concurrently Senior Cybersecurity & Privacy Engineer with Drew & Napier's Data Protection, Privacy & Cybersecurity practice. He holds a degree in Computer Science from a German tertiary institution. He is a Certified Information Systems Security Professional (CISSP), a Certified Data Privacy Solutions Engineer (CDPSE), a Certified Artificial Intelligence Governance Professional (AIGP), holder of the Singapore WSQ Advanced Certificate in Learning and Performance (ACLP), and a certified Blockchain Developer. Albert is credited as an inventor of two patents granted in Germany and other countries. His technical expertise covers a wide-ranging area of matters involving Cybersecurity, Privacy Engineering, Cryptography, Quantum Computing, Artificial Intelligence / Machine Learning, Blockchain Development, Data Analytics, Big Data, and Data Visualisation. For the courses and webinars under the Drew Academy, he draws from this pool of knowledge and experience to explain technical content to non-technical audiences, develop proof-of-concept and learning tools, and engage with experts on finer details. Albert is officially recognised on the Lexology Index (previously Who's Who Legal) 2025: Recommended (Data - Data Experts, Southeast Asia - Data Experts) and Highly Recommended (Client Choice - Data - Data Experts).

Albert was formerly an Executive Manager with the Personal Data Protection Commission (PDPC), where he was involved in technology assessments for data breach investigations, research into trending / disruptive technologies and advising on technical aspects of various PDPC guidelines and publications (amongst other matters). Prior to his role with the PDPC, Albert worked in technology-related organisations in the private and public sector in Germany, Spain, and Singapore. He was also a technopreneur, having set up a company to provide testing tools for embedded systems and smartcard applications.