

Practical Use Cases for

Natural Language Processing

Personally Identifiable Information

What is Personally Identifiable Information?

Personally identifiable information (PII) is any kind of personal data that can be used to identify an individual. Security of this data is critical to protecting people's identities and has applications for data compliance, patient privacy laws and insurance claims, among others.



Identify and Protect Sensitive Information with Natural Language Capabilities









Data Compliance

Anonymize or pseudonymize people data to comply with GDPR or California Consumer Privacy Act requirements.



Medical Research

Remove patient information from medical reports to use them for research purposes



Insurance Claims

Scrub claims-related documents of PII prior to submitting to certain applications.



Customer Support

Anonymize personal information in customer emails, knowledge base articles, support tickets, social media and more.

Maintain compliance with GDPR and other privacy-related regulations.



Establish trust with your customers.



Benefits

Save time by automatically identifying and classifying sensitive information.



See how you can identify personally identifiable information in text with the expert.ai NL API. Try our online demo: try.expert.ai/pii



Expert.ai is the premier artificial intelligence platform for language understanding. Its unique hybrid approach to NL combines symbolic human-like comprehension and machine learning to transform language-intensive processes into practical knowledge, providing the insight required to improve decision making throughout organizations.