

E-01

Securely combining your data with other companies' data for new discoveries! Recommendations for the fusion of data from different industries using Private cross-aggregation technology

Social Issues that we have focused on

Data held by a single company often provides only a one-sided view of events occurring at the customer contact point. Furthermore, there are obstacles in protecting privacy information and utilizing data held by multiple different companies laterally across the companies, since data must be passed between companies in compliance with the relevant laws and regulations.

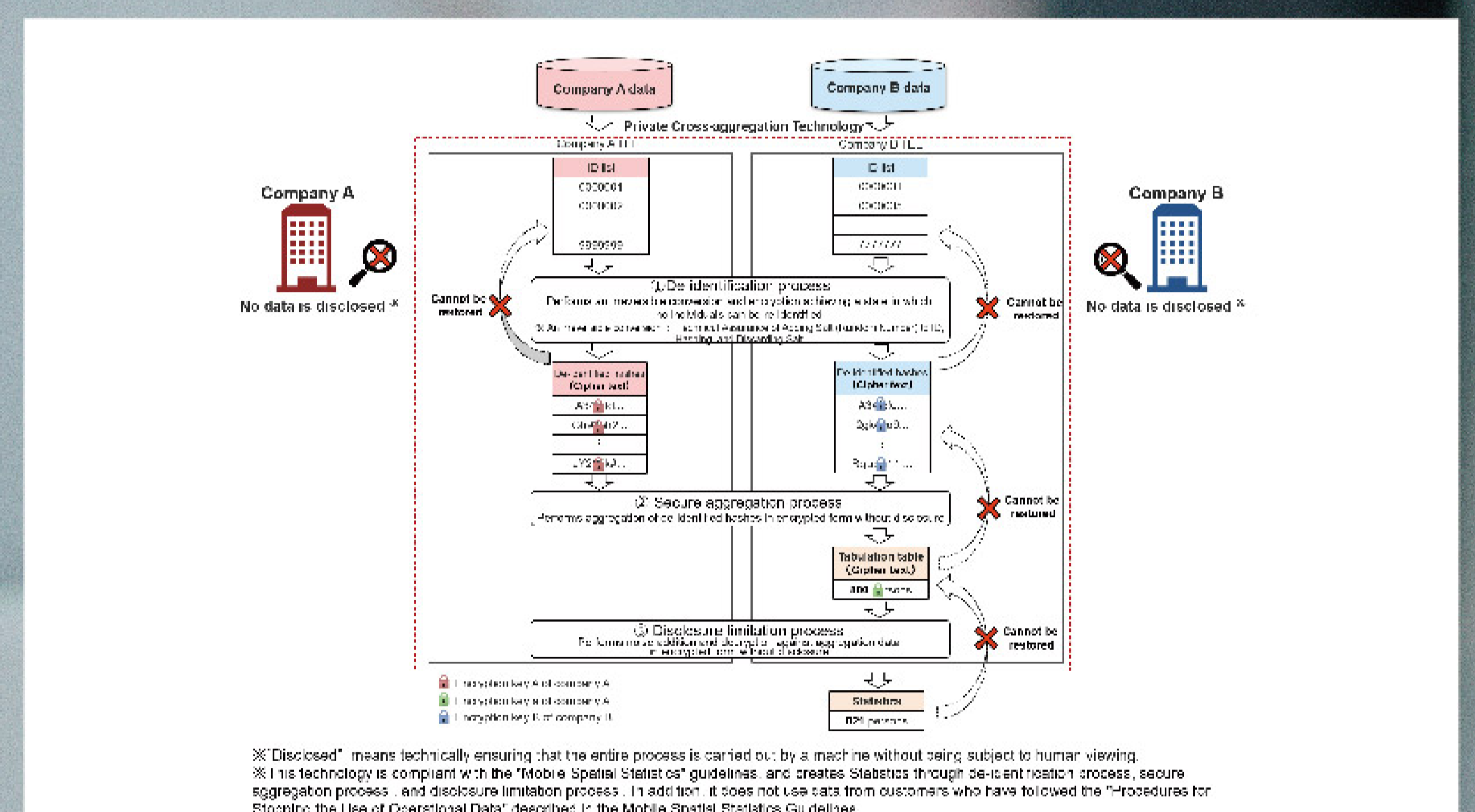
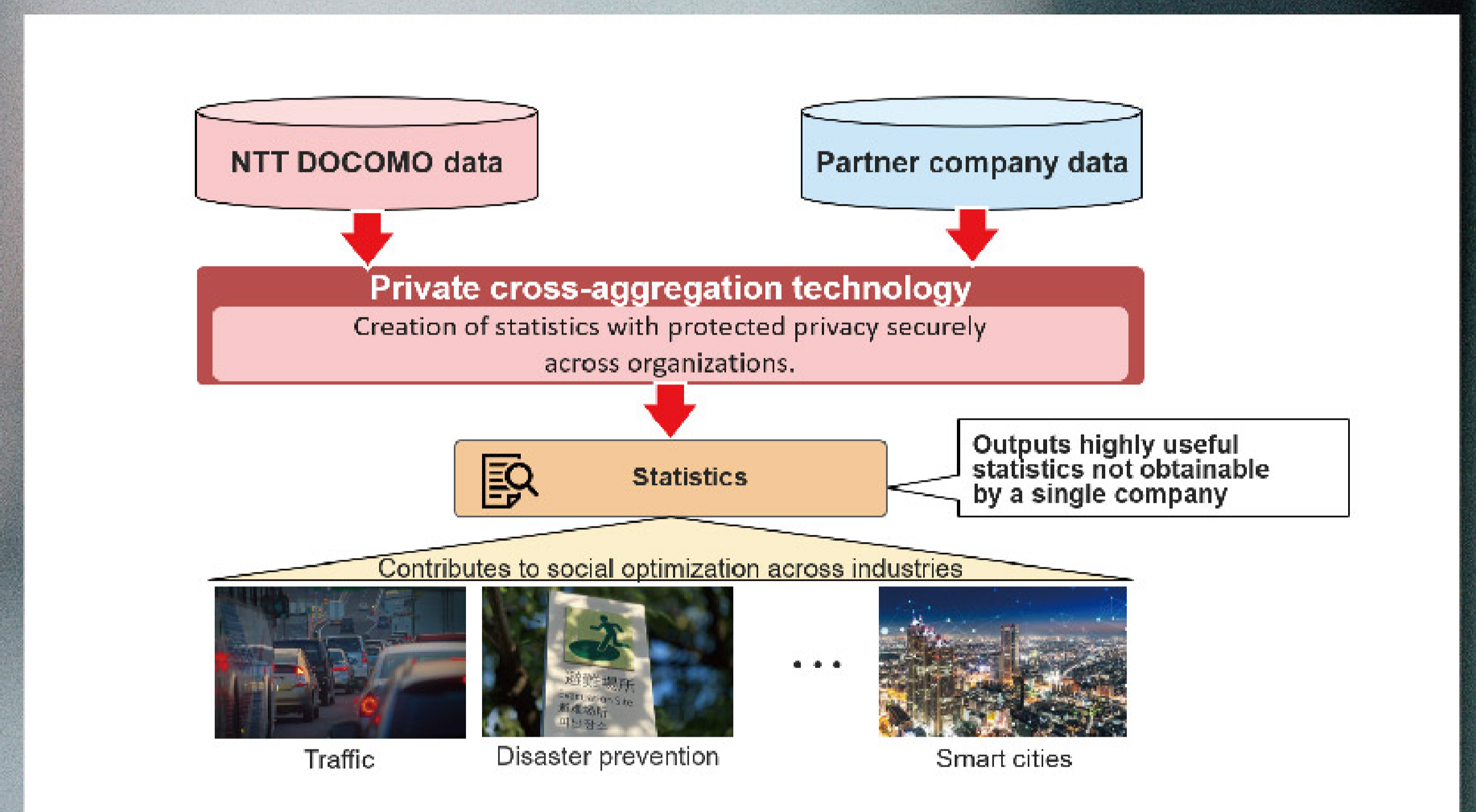
Initiatives to resolve issues

Overview

In compliance with relevant laws and regulations, data held by each company (docomo and its partners, etc.) will be cross-indexed mutually without disclosing it to the other party, and statistical information will be created in a manner that protects privacy and expands the scope of data utilization from "within a company" to "across companies".

Technology to Support Initiatives

The Private Cross-Aggregation Technology developed in cooperation with NTT is a technology to create secure statistical information without disclosing* the data to the other party after processing data held by each company into a state in which individuals cannot be identified (no personal information). *The term "without disclosing" means that it is technically guaranteed that a series of processes will be performed by a machine without being seen by the human eye.



Co-creation
Partners

Japan Airlines Co., Ltd. / JALCARD, INC. / Hokkaido Air System Co., LTD.

SDGs



This will enable both the protection and utilization of data, which is a challenge in the use of data across companies, and provide new insights based on the combination of data from other companies, leading to solutions for social issues such as transportation, regional revitalization, disaster prevention, and others.

We will create a world where new knowledge is gained and social issues are solved through secure data linkage.