

Ensuring personal data privacy is crucial as it configures the security of the most important thing in the crypto world: your privacy.

Initially, it is important to know the General Data Protection Law (LGPD), which guides the treatment, including in digital media, of the **personal data** made available to guarantee fundamental rights such as freedom and privacy.

Thus, protected by law, personal data is any and all information that identifies a person, including indirectly.

Thus, even if isolated information does not lead to a specific individual, if added to other data, it allows identification and will also be protected by law.

Within this context, examples of data are those provided at the time of registration, such as name, marital status, CPF, RG, date of birth, filiation, address, and bank details, among others.

Also, personal data can be transmitted indirectly, such as location, cookies, digital photographs, health records, and IP address.

In addition to these, there are sensitive data, which were given greater protection, considering the discriminatory character that such information may raise: gender, religion, ethnic origin, political guideline, sexual orientation, genetic data, and biometrics.

## **THE IMPORTANCE OF PERSONAL DATA PROTECTION**







Protection is ensured by law precisely because of its relevance in digital media.

Faced with numerous reports of leakage, sale, and irregular use of such information, it was up to the legislator to guarantee secrecy and privacy.

Public transport and GPS services can improperly give other people our location and collaborate with tracking, making it easier to identify our preferences about anything and even pull the history of activities during usage.

Thus, anonymizing data is necessary for greater security for all people.

## **DATA ANONYMIZATION**

Anonymization is a data processing service that makes it impossible to identify the person, ensuring privacy.

That is, if the data service is accessed, it will be randomly arranged without direct association with any individual.

Even if it poses a risk, it is an alternative for the big brands to ensure even more data protection and that these are only used in compliance with the principles of the legislation, such as the specific purpose and the need, ensuring that the minimum amount of data is processed.

## MAIN OBJECTIVES OF ANONYMIZATION

Among the main objectives of the anonymization process are:

1. Creating more secure and must-have features, such as autocompleting an entered search query
2. Assertive identification of human beings or robots in visual surveys on websites
3. Early and deep detection of malware that could expose or harm the user's identity
4. More secure inter-company sharing, making the hacking process more unobtainable
5. The protection of the fundamental rights of liberty and privacy of all.

Ensuring security and secrecy is the greatest responsibility of the LGPD. Its existence gives the crypto world an unquestionable advance, although there is still a long way to go.

Now that you know more about **personal data** and its importance how about talking to a lawyer to clear up doubts and understand if your rights are being respected? [Contact us for more information.](#)