



# Masking Gateway

## About Masking Gateway

### Who Is Masking Gateway For?

The **Masking Gateway** enables your mobile network to protect subscribers' personally identifiable data by masking it before sharing with other businesses or authorised recipients. This prevents data recipients from directly identifying individuals.

The gateway masks subscribers' identities (MSISDNs or account numbers). If needed, Pharos can customise the gateway for you to mask other subscriber data, such as email addresses, names, and dates of birth.

### What Does Masking Gateway Do?

**Masking Gateway** performs *data masking*, which is also known as data anonymisation, de-identification, and obfuscation. It lets you substitute sensitive identification data with anonymised values.

Here is an example of a masked subscriber ID:

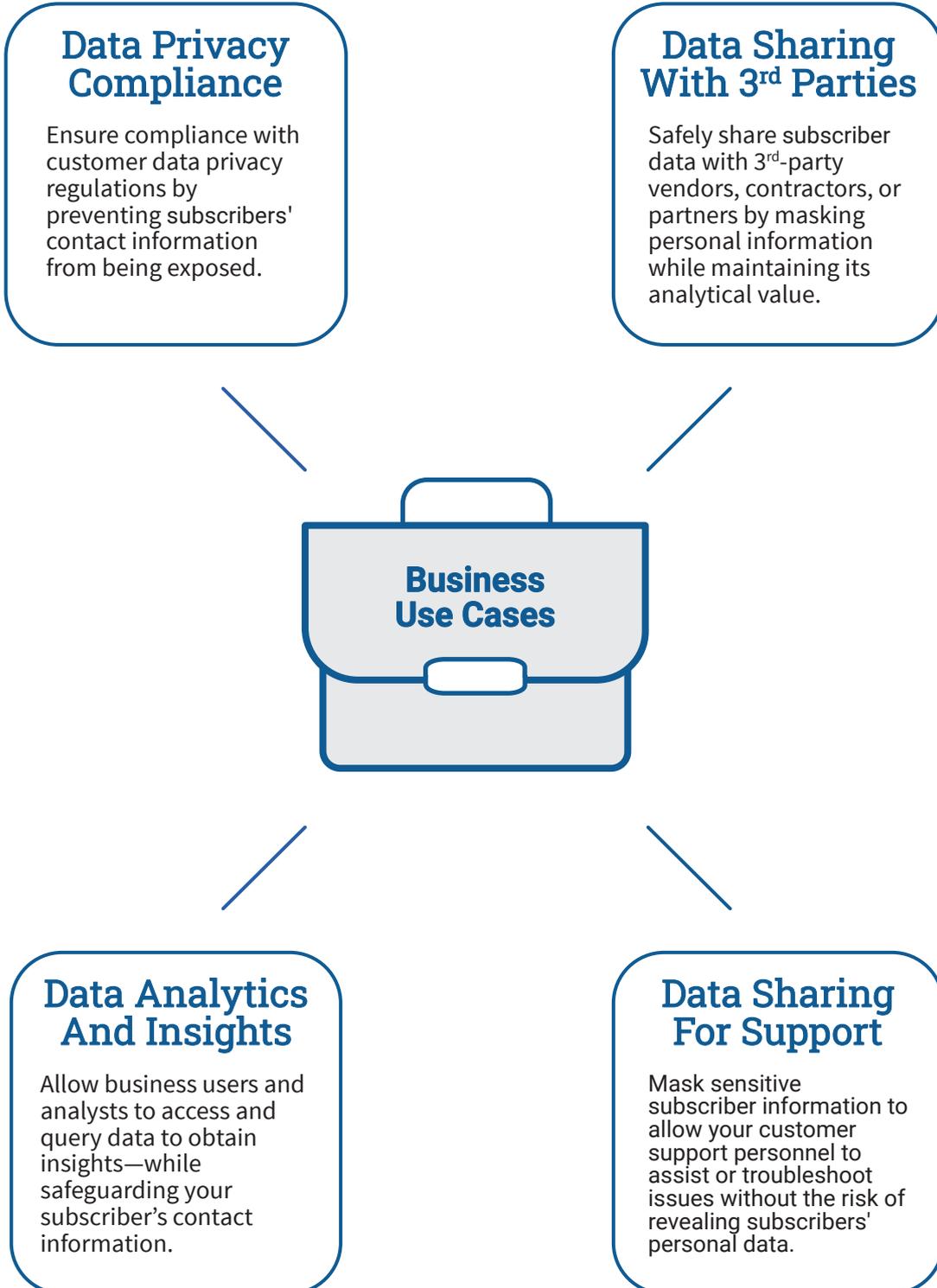
<b>Account ID</b>	Original: 0123456789
	Masked: zhOCAJFdXxiSsxJAJXa3LTA6 cadouG22aqWp8ukxGEt6IDq GQ2dN

## Benefits of Ownership

- ✓ Ensure compliance with customer data privacy laws.
- ✓ Safeguard sensitive customer data (like subscriber IDs) for sharing with 3<sup>rd</sup> parties.
- ✓ Share customer data anonymously with 3<sup>rd</sup> parties.
- ✓ Stop third-parties from reselling your customers' contact information to advertisers and analysts.
- ✓ Get a cost-effective masking solution.

## Features

- ✓ **Core Functionality:** Mask any *printable* data to share in real time.
- ✓ **Data Source Inputs:** OpenAPI 3.0.3.
- ✓ **Masking Methods:** Performs real-time Dynamic Data Masking without altering your source data. Data is masked securely using a selection of encryption, substitution, and obfuscation techniques.
- ✓ **Customer Bases:** The gateway supports Tier 1, 2, and 3 operator sites.
- ✓ **Tamper Detection:** Makes masked data tamper resistant; should the gateway detect tampering, it prevents unmasking.
- ✓ **Masking Functions:**
  - ✓ **Mask Data:** Substitutes original data with tamper-resistant masked data.
  - ✓ **Unmask Data:** Substitutes (untampered) masked data with unmasked data.
- ✓ **Deployment Options:** Bare-metal, virtual machine, or cloud.



## Why Pharos?

### Our formula for your success:

- ✓ We craft fully functional solutions to address technical challenges using people with deep knowledge of multiple technologies.
- ✓ We use our vast telecom expertise to distill complex requirements and technologies into effective solutions.

### Telco Expertise

Since 1997, we have been actively engaged in the telecom industry, acquiring extensive expertise and knowledge in telco networks and technologies.

### History Of Innovation

Our history reflects a strong record of delivering innovative solutions through our mature technology framework, custom-tailored to meet the specific needs of our customers.

### CONTACT

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### In-House Technology

We believe technology should support business needs. With a broad technology portfolio and industry experience, we craft solutions tailored to your requirements.