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**In a Major Data Privacy Breakthrough, Text IQ Releases GDPR IQ**

*Innovative software tool allows full compliance with complex new EU data privacy regulations, enabling for the first time complete auto-redaction and pseudonymization, with international applicability*

New York, NY, September xx, 2018 – Text IQ (“Text IQ”), an AI leader in the privacy realm, specializing in detecting sensitive data information in gigantic datasets, today announced the release of its new GDPR IQ software product for protecting individuals’ privacy and anonymity under stringent new EU privacy regulations, as well as under privacy regulations now being enacted around the globe.

The European Union’s General Data Protection Regulation ("GDPR"), which became enforceable on May 25, 2018, governs data protection and privacy for all individuals within the European Union (EU) and the European Economic Area (EEA), including the export of personal data outside the EU and EEA areas. However, the GDPR definition of “personal information” is very broad, extending beyond names and credit card or Social Security numbers to include political affiliations, religious beliefs, investment accounts, and many other categories. This presents complex privacy-protection issues when an individual exercises their “right to be forgotten” and/or elects to refuse to have their personal information shared with a third party.

“GDPR IQ is a game-changer in the privacy field,” said Text IQ Co-Founder and CEO Apoorv Agarwal. “GDPR IQ uses Text IQ’s proprietary socio-linguistic hypergraph technology to find all traces of somebody’s personal information, and then it enables the auto-redaction and pseudonymization of that information. It’s just the latest example of how our proprietary technology has tackled the problem of pinpointing a ‘sensitive needle in a haystack’—hard-to-find sensitive data in a sprawling dataset. Text IQ is now the category creator and leader in AI for detecting sensitive isolated data in vast datasets that, up to now, have been undetectable.”

According to Omar Haroun, Co-Founder and COO of Text IQ, other software tools on the market, such Milyli’s Blackout or SYSTRAN’s Anonymizer, can redact data, but only for the specific terms entered to be redacted. In addition, while some of these tools can redact data, they fail to enable pseudonymization.

“In contrast, GDPR IQ allows the user to keep track of which redactions correspond to which people, based on a system that assigns an integer to each unique person, and then it applies that integer to their redacted information,” said Haroun.

“With our technological breakthroughs, Text IQ is creating a wholly new, disruptive business category that is solving a horizontal problem that touches on such vital international issues as privacy, compliance, legal affairs, and counter-terrorism,” said Agarwal. “Our capabilities have expanded to the point where we are now much more than an eDiscovery or legal technology company.”

GDPR IQ arrives just as privacy is becoming a growing international concern. California is now enacting its own version of GDPR, with several other jurisdictions following suit in light of recent data-breach disasters such as the Cambridge Analytica scandal.

Text IQ recently opened its first European office to coincide with the launch of GDPR IQ, so that it can ensure that data does not leave the EU for GDPR-related cases. The company is closing its seventh profitable quarter, bolstered by its growing partnership with Microsoft, and is on track to become one of the fastest-growing privately-held companies [in the world? In the United States? In a certain field?].

View a PDF [insert hyperlink that links to the GDPR IQ Teaser PDF] that illustrates the broad definition of “personal information” under GDPR and shows explicitly how Text IQ’s new GDPR IQ product detects hidden personal data references and automatically replaces personal information with integer-based redactions.

To learn more about Text IQ’s revolutionary new GDPR IQ product, contact Rebekah Lowin at [rebekah@textiq.com](mailto:rebekah@textiq.com) or [203-921-8542](tel:203209218542). [Is Rebekah the right person, or would you rather refer queries to a sales specialist or a product manager?]

**About Text IQ**  
Text IQ uses groundbreaking AI technology to prevent high-stakes compliance and legal disasters, with customers including Fortune 200 companies, Am Law 100 firms, government agencies, and tech giants, as well as leading healthcare, biotech, energy, insurance, and financial institutions. Its proprietary software is able to efficiently and meticulously analyze big data in order to better identify sensitive, compromising, and/or privileged documents — including those frequently overlooked by human reviewers. The company has supported some of the most high-profile lawsuits and investigations in recent news and was recently named to CB Insights' AI 100, the 2018 ranking of the 100 most promising private AI companies in the world. [www.textiq.com](http://www.textiq.com/)

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