

Maintain Data Privacy at Field Operational Testing

The Customer

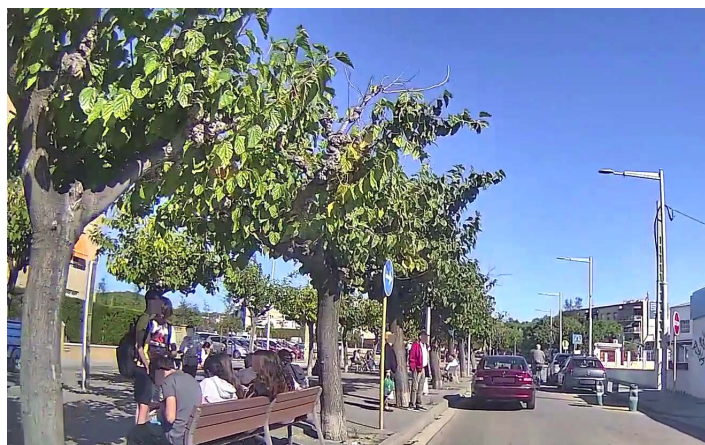
Applus+ IDIADA, a global leader in automotive engineering and testing services, provides comprehensive solutions for automotive development projects worldwide. With operations in over 25 countries and expertise spanning vehicle development, testing, homologation, and product certification, IDIADA helps manufacturers meet the complex challenges of modern automotive development. IDIADA's commitment to innovation and technological advancement has positioned them at the forefront of ADAS (Advanced Driver Assistance Systems) and AD (Autonomous Driving) testing and development and conducting extensive Field Operational Tests (FOTs).

The Challenge

Maintaining data privacy in Field Operational Tests while handling large volumes of test footage

IDIADA's extensive Field Operational Tests generate massive volumes of video recordings captured in real-world driving scenarios. These recordings often contain personal data such as faces and license plates from public roads, urban environments, and various traffic situations. With strict data privacy regulations like GDPR in Europe and PIPL in China, ensuring proper anonymization of this field test data became a critical requirement.

Additionally, the solution needed to properly handle challenging real-world detection scenarios including blurry faces in motion, partially occluded subjects, diverse lighting environments, and complex urban settings typical in Field Operational Tests.



This is a typical test environment in which vAnonymize has anonymized all individuals and vehicle license plates.



The Solution

vAnonymize provides a high-throughput, AI-powered anonymization solution specifically, operating completely on-premise without requiring internet connectivity.

The Advantages

- > AI-based anonymization for real-world scenarios: Advanced neural networks ensure reliable detection even in challenging field test conditions, including varied lighting, weather, and urban environments.
- > Data privacy compliant field testing: Meets GDPR and industry-specific regulations when collecting data on public roads, ensuring compliance across different jurisdictions.
- > Personal data protection within closed systems: Field test data and personal information remain within secure, proprietary systems—critical for maintaining confidentiality during development while enabling data sharing for validation and homologation purposes under appropriate Data Processing Agreements (DPAs).
- > Worldwide implementation for global testing: Supports field operational tests across multiple countries and regions with multiple requirements, attending testing for data collection, new vehicle system validation and regulatory activities.

More Information:

www.vector.com/vAnonymize