Statice

La Mobilière future-proofs its data science operations with anonymized synthetic data

la Mobilière

Corporate innovation is dependent on fast-evolving regulations
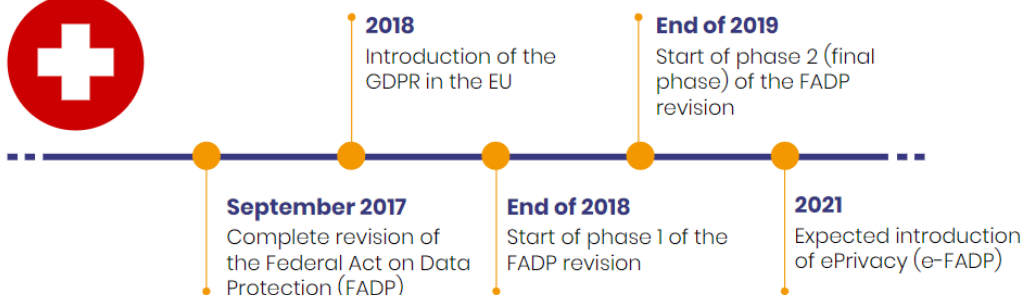
Since 2018, Swiss insurance company La Mobilière **prioritizes its digital transformation** with data-driven initiatives to improve customer retention and prevent financial losses. However, the full revision of the **Swiss Federal Act on Data Protection** (E-FADP) was expected to enter into force, reinforcing privacy obligations for the protection of customer data.

In order for the company's data science division to function efficiently and safely, **anticipating regulatory changes was crucial**. Without such an approach, the risks of data operations being hindered and slowed down by compliance procedures and constraints were high.

La Mobilière decided to **embed privacy** at the core of its data processing activities to future-proof their operations.

About

● *La Mobilière is Switzerland's oldest private insurance company. The company serves more than two million customers at around 160 locations.*

● *La Mobilière adopted a privacy-first approach at a time when fast-evolving data regulations are compromising companies' digital transformation strategies.*

● *The team validated the use of synthetic data to power ML churn prediction models, adding a new tool to their digital transformation toolbox.*

2018
Introduction of the GDPR in the EU

End of 2019
Start of phase 2 (final phase) of the FADP revision

September 2017
Complete revision of the Federal Act on Data Protection (FADP)

End of 2018
Start of phase 1 of the FADP revision

2021
Expected introduction of ePrivacy (e-FADP)

Recent developments in the Swiss legislative data protection landscape

Validating the use of privacy-preserving techniques to future-proof data operations

The **implementation of synthetic data** passed all tests conducted by the data science team. Within **less than two weeks**, the company was able to generate and utilize **highly granular synthetic data** that would ensure the continued compliance of their data operations. Particularly, the data science team validated the use of synthetic data to **train their churn models,** which they were able to do **without compromising performance**.

> ""*The Statice software protects the original data of our customers on the one hand, and on the other, enables us to work with the data across departments without compromising privacy or security.*"
>
> Georg Russ, Data Scientist, Data & Analytics

Thanks to the privacy protection in place, La Mobilière can use the synthetic data for secondary purposes without undergoing lengthy and costly compliance processes. La Mobilière's ability to **overcome sensitive data usage restrictions while safeguarding customer privacy** will be the key to ensuring data-driven innovation.

How to process sensitive customer data compliantly

True anonymization allows enterprises to protect customer privacy and comply with personal data regulations. Among anonymization methods, synthetic data represents one of the best-in-class approaches.

Synthetic data is artificially generated. Algorithms learn the statistical characteristics of an original dataset to create new data points that preserve the statistical properties and structure. Statice's technology adds protection mechanisms to comply with the GDPR legal requirements for anonymization.

Synthetic data is an ideal candidate for data analysis and operations intended for sensitive data.

Learn more and get in touch with us at www.statice.ai

Statice develops state-of-the-art data privacy technology to help companies double-down on data-driven innovation while safeguarding the privacy of sensitive data.