

Title (en)

PROFILE NOISE ANONYMITY FOR MOBILE USERS

Title (de)

PROFILRAUSCHANONYMITÄT FÜR MOBILE NUTZER

Title (fr)

ANONYMAT DE BRUIT DE PROFIL POUR DES UTILISATEURS MOBILES

Publication

EP 2888705 A1 20150701 (EN)

Application

EP 13833694 A 20130823

Priority

- US 201213595764 A 20120827
- US 2013056370 W 20130823

Abstract (en)

[origin: WO2014035816A1] Embodiments are directed towards collecting, aggregating and indexing unique and non-unique user data from a plurality of users. The result for a query of this indexed aggregation of user data is provided in a plurality of sub-sets of aggregated user data. Each subset of aggregated user data corresponds to a particular portion of the plurality of users. Also, each of these particular portions of the users is set at least large enough to provide general anonymity for the individual users. User data may be collected by one or more user data suppliers and provided to a user data aggregator. In some embodiments, user data may be collected as unique user data, non-unique user data, or any combination thereof. In some embodiments, user data may be aggregated by zip code, expanded zip code, and/or one or more attributes.

IPC 8 full level

G06Q 30/02 (2012.01)

CPC (source: EP)

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Cited by

US10204351B2; US11170387B2

Designated contracting state (EPC)

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Designated extension state (EPC)

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