

Abstract

The invention relates to a method, by a data system, of anonymizing personalized event data, comprising the steps of receiving the personalized event data, which contains an encrypted personal identifier and event data, determining, whether an entry exists for said encrypted personal identifier in a key database of the data system, in which the encrypted personal identifier is associated with a system identifier which uniquely identifies the encrypted personal identifier in the data system, wherein each encrypted personal identifier is uniquely associated to one system identifier; if no entry is detected in the key database for the received encrypted personal identifier, generating a new entry for the key database in which the received encrypted personal identifier is uniquely associated to a new system identifier, storing the received encrypted personal identifier associated to the new system identifier as the new entry in the key database and storing the new system identifier associated to the event data contained in the personalized event data in an event database, the event database storing system identifiers in association with the corresponding event data.

(Fig. 1)

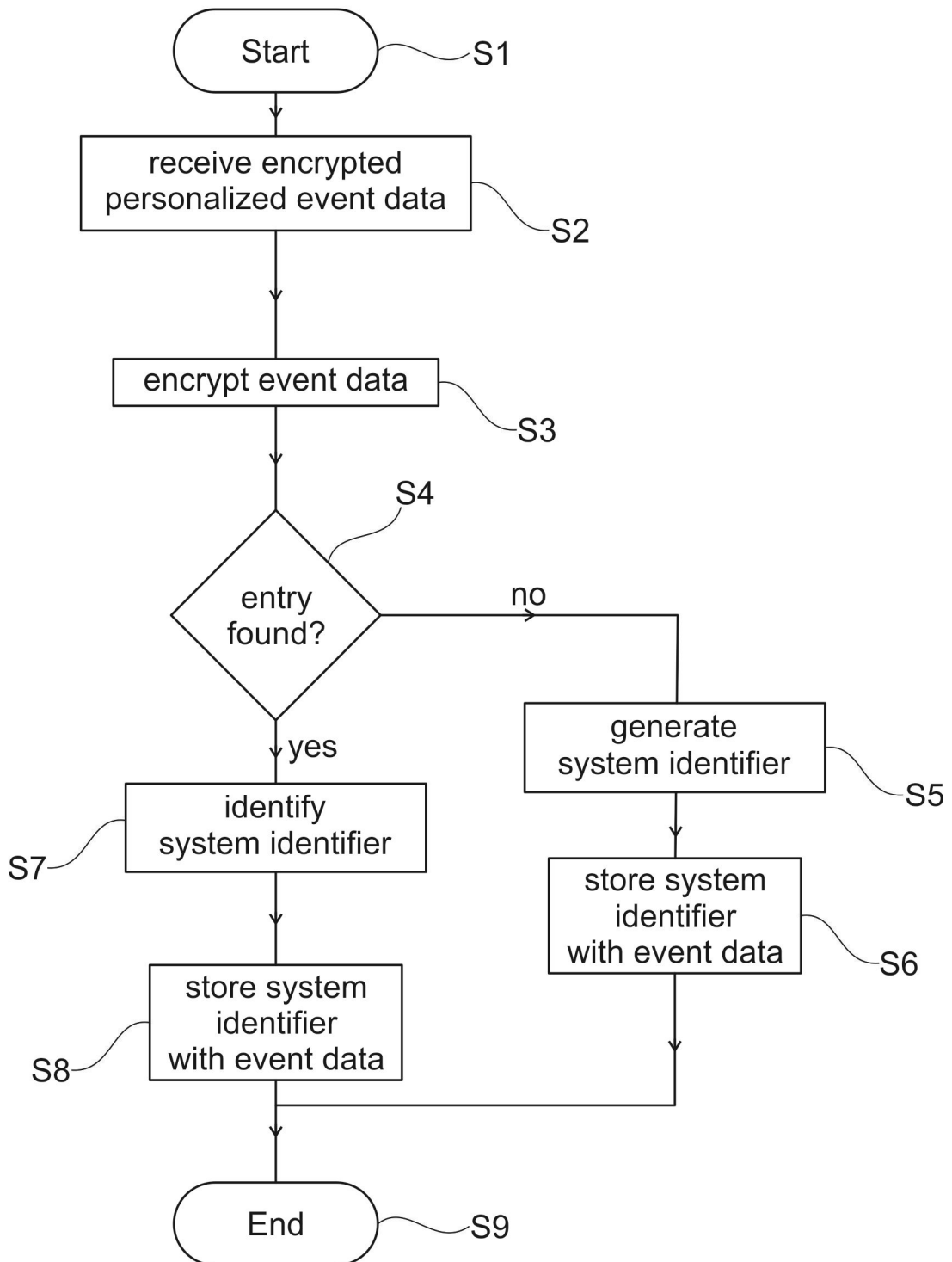


Fig. 1

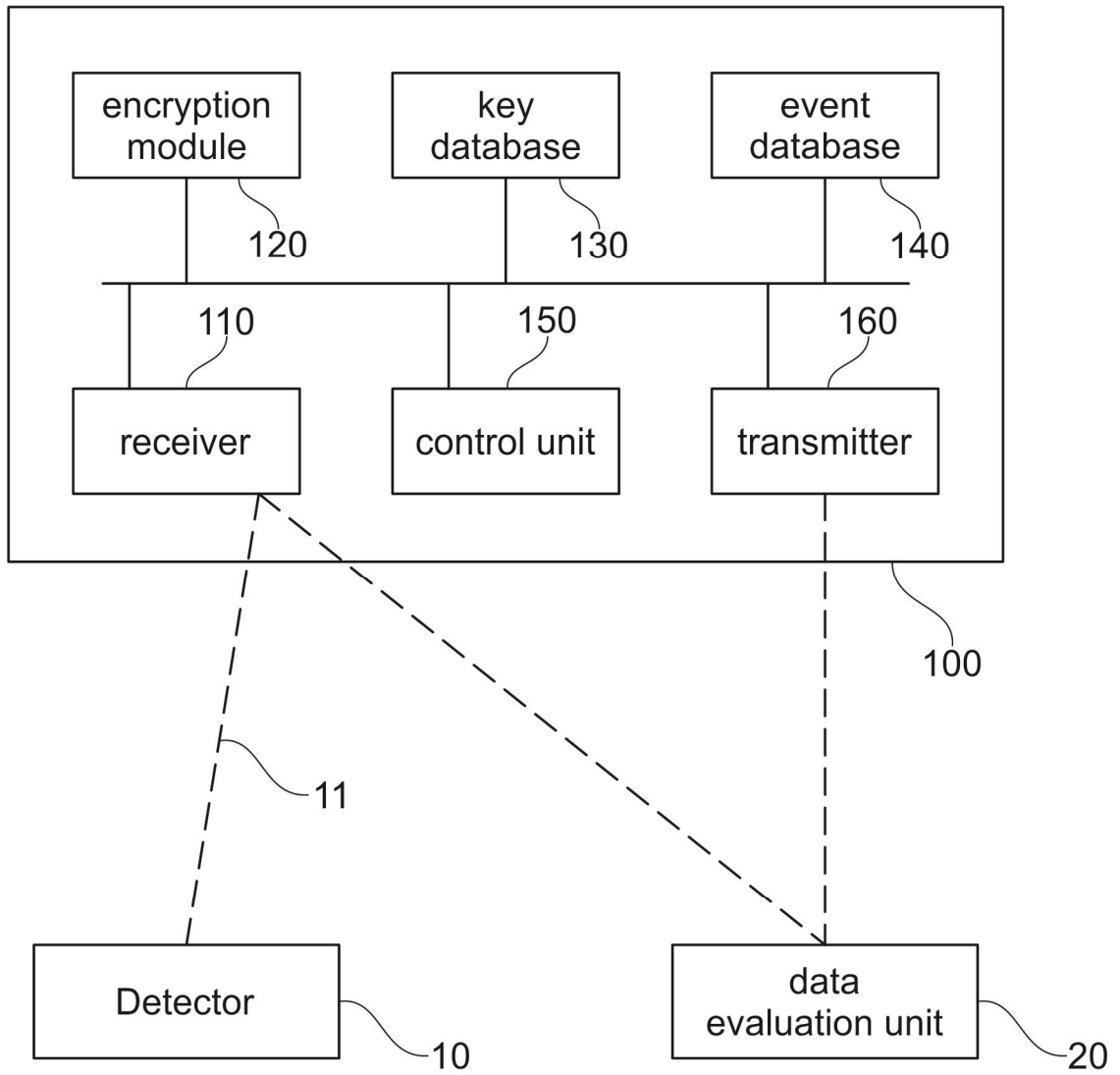


Fig. 2