

Blur faces with world-leading redaction



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www.securedredact.co.uk

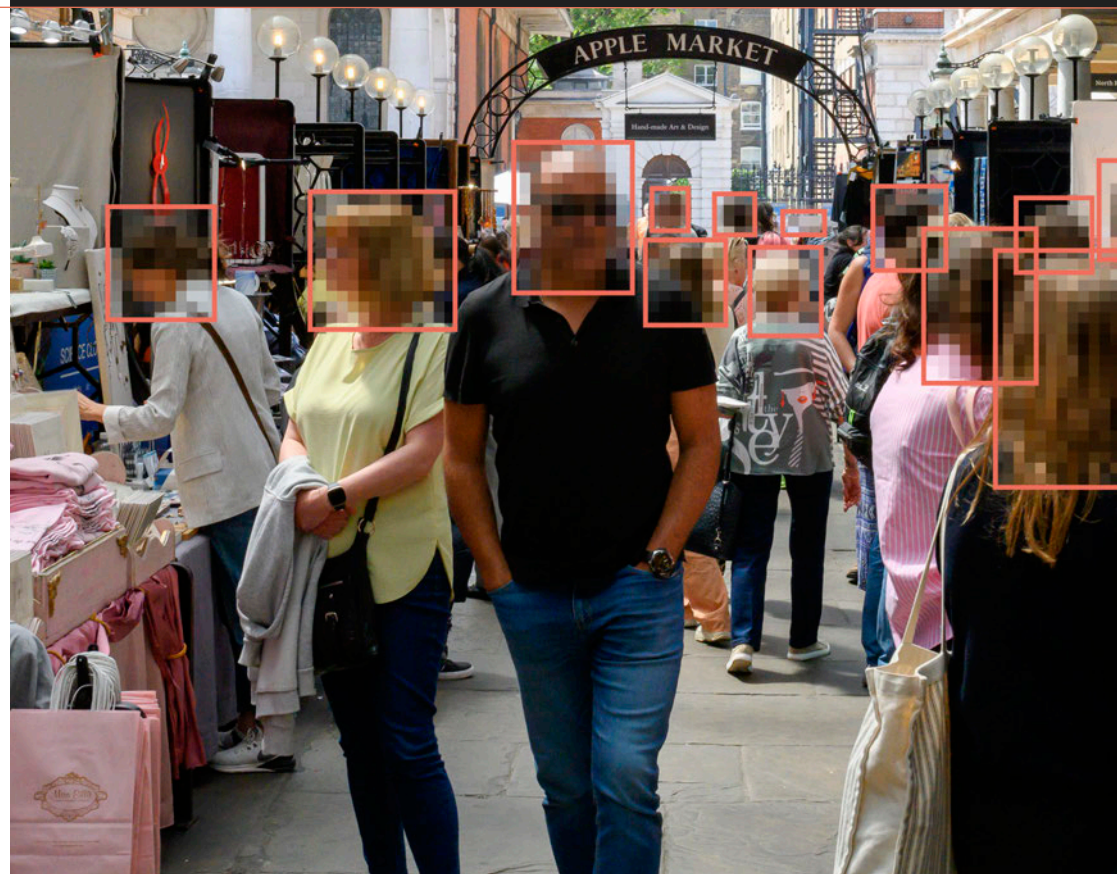
Automatic video redaction via SaaS and APIs

Secure Redact is a world-leading SaaS solution that automatically blurs faces, objects, number plates and other personal or sensitive data in video. Redact all types of video - CCTV, body-worn footage, live streams and more - with speed and accuracy, at scale.

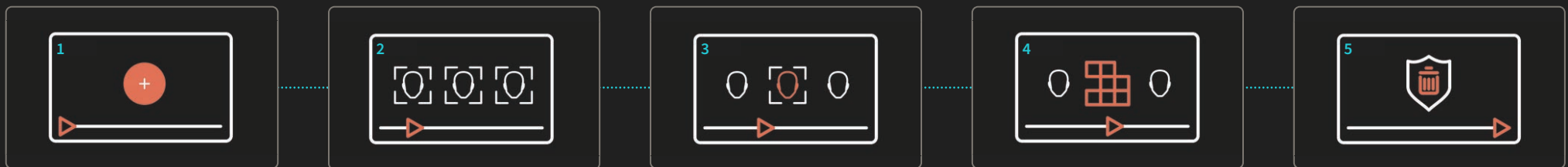
Key features:

- ✓ Automatic detection for redaction of faces, heads and/or license plates.
- ✓ Select specific faces and objects to blur/unblur.
- ✓ Blur specific areas of video feeds.
- ✓ Highlight new objects for intelligent tracking and redaction.
- ✓ Export video with or without audio.
- ✓ Enterprise features include multiuser projects, an administration dashboard, and dedicated support.

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How do I blur faces in a video?



Upload your video

Upload your video for redaction using the Secure Redact app.

Auto detection for redaction

Auto detection for redaction of all PII.

Review the detected PII

Review the detected PII and tailor video to your needs (ie. unblur subjects or add new objects to blur).

Redact the video and download

Blur the detected PII in the video and download the redacted video file for your use.

Securely delete

Once the job is complete, you can securely delete the video from the Secure Redact system.

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Enterprise

Efficiently manage video privacy compliance across multiple site locations and teams.

Secure Redact provides automated video redaction to efficiently support your data privacy compliance needs. Maximise safety and operations with privacy-enhanced video for analytics and data sharing.

Secure Redact's Enterprise features are a cloud-secure solution designed for flexibility and scalability across multiple users and teams, allowing usage of the system and collaboration with users based in disparate physical locations. Gain immediate and up-to-date access to our most accurate redaction models, and ensure data compliance across all your locations and teams.

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Enterprise features include:



Large volume video processing

Multiple users across sites and teams

Pool video processing hours across teams

Collaborative video projects with users across teams

Admin management capabilities and reporting

Enhanced invoicing and support options

For Enterprise pricing and larger volume requirements, please [contact us](#).

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Benefits

Secure Redact is 280x faster than video editing solutions. Save time, improve efficiency, stay compliant.

- ✓ **Save valuable time, costs and resources.**
- ✓ **World-leading machine learning technology** for automatic redaction of personal data in video.
- ✓ **Flexible and scalable solutions** to suit your privacy and security needs.
- ✓ **Easily comply** with data privacy laws, **use data responsibly** for analytics, and **manage your reputation** and your customers.

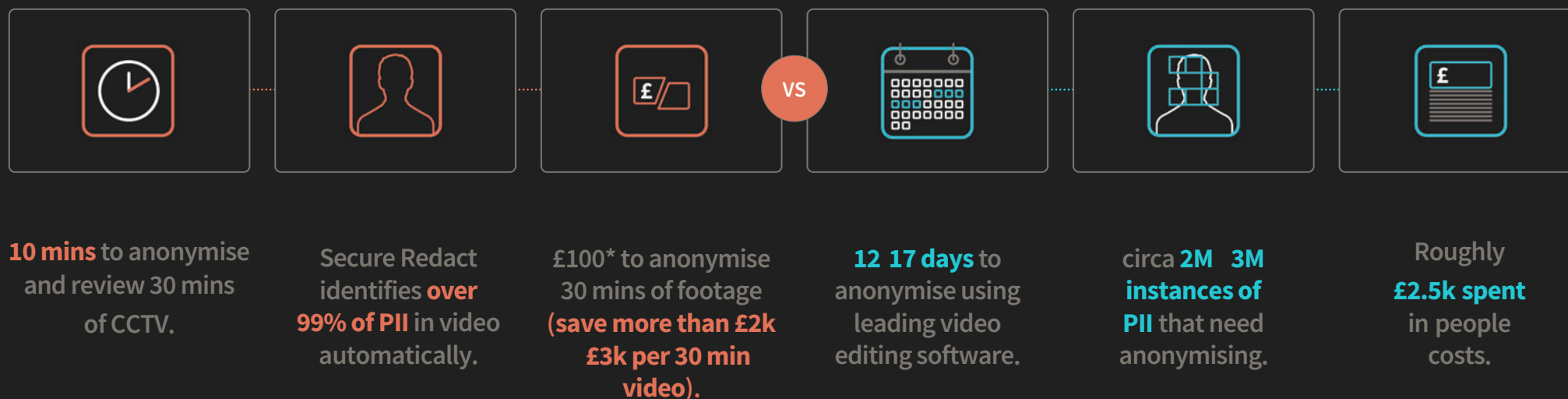
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Redacting a 30 min CCTV video for a DSAR or FOIA request

Using Secure Redact

Using video editing software



*Based on Secure Redact minimum subscription plan. The scenario assumes a medium busy CCTV scene + video editing carried out by a Security Manager for 8 hours a day using traditional video editing software.

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Full year scenario: if you receive 20 DSARs per month for a year

Based on 30 minutes each



Processing **10 hours** of CCTV video per month.



With leading video editing software, this can take **240 - 360 days** to redact, per month of video.



Secure Redact gives a cost saving of **£45k - £65k per month** in people costs **over £500k a year**.

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Pricing

Monthly subscription plans and [pay-as-you-go](#) for the Secure Redact SaaS app.

In both options, you purchase video minutes in advance, and payment is metered depending on how many minutes of video you upload.

Monthly Plans

STARTER

60 mins

Up to 60 minutes of video to upload per month.

STANDARD

120 mins

Up to 120 minutes of video to upload per month.

PRO

300 mins

Up to 300 minutes of video to upload per month.

ADVANCED

600 mins

Up to 600 minutes of video to upload per month.

Pay as you go

20 mins

60 mins

120 mins

180 mins

300 mins

For the most up to date prices in £ / \$ / €, please [contact us](#).

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About Pimloc

Set up at the end of 2016, Pimloc is a British tech company with one simple mission: to advance visual AI systems in the interests of people and their freedoms.

The risks and expectations associated with video surveillance have fundamentally shifted and are constantly growing - we are all unknowingly giving away our freedom by walking down the street, entering a store, going to work or watching a game.

This is why we created Secure Redact - a product that allows companies to use and manage video safely, by protecting people's data.

With practical issues such as video scalability, reviewing, and editing, hindering many businesses' progress - Pimloc's inspiration for a privacy first platform was born.

Pimloc uses the latest machine learning and computer vision approaches to train its algorithms to recognise personal identifiable information (PII) in a wide variety of image and video scenes.

Our platform is known for its market-leading ingestion, detection, classification, and protection of image and video content. We work closely with the world's foremost thinkers in deep learning visual technology from the University of Oxford.

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“Automated anonymisation is the only way to keep up with changing privacy legislation and to responsibly unlock the value of aggregated video data for business operations.”

Simon Randall. CEO

Important questions answered

Is Secure Redact GDPR compliant?

From our infrastructure, to customer deployment, to data storage and usage, Secure Redact follows UK and EU GDPR compliance. We work with a specialist security partner to perform regular audits and penetration testing via a grey-box approach. We have strict internal policies and practices in place to minimise data risks as much as possible.

Can videos processed by Secure Redact be unblurred?

Videos CANNOT be unblurred when processed with Secure Redact.

Each frame of a video is an image. An image is made up of pixels. The process of redaction alters the original pixel data within an image. The information in the redacted regions has been destroyed. The original pixel data cannot be retrieved from the redacted version. For videos this process is applied on every frame to generate a redacted video. The redaction algorithm used is unique to Secure Redact and is dependant on the input image data and random injection to ensure it can't be reversed.

How accurate is Secure Redact?

Given the diversity of CCTV, Body worn and dash cam footage, no solution will ever be 100% accurate across all real-world video content, but that is something we are striving towards.

The Secure Redact system provides maximum recall rates currently exceeding 99% of identifiable PII in security video.

[Find out more about the accuracy of our solutions here.](#)

Secure Redact Data Processing

How does Secure Redact collect data?

When a customer (the data controller) uploads video data directly to the SaaS service, the uploaded video is automatically processed by the Secure Redact software.

The software ingests the video file, reformats it and then runs machine learning algorithms over each frame of the video to detect all faces and number plates that appear - for redaction purposes only.

Secure Redact processes the video for the customer's redaction purposes only.

Who has access to my data?

Users can only access their own videos.

Only select Pimloc admin staff have access to the Secure Redact system, and will only do so at your request.

Does Secure Redact use my data to train its algorithms?

Only if users explicitly give permission to allow Secure Redact to use their data to improve the performance of the Secure Redact system. By default user data is not used for algorithm training.

For every video that a user uploads, there is the optional choice to allow Pimloc to use and store parts of this content for the purposes of developing and improving its system.

Pimloc will keep a record of where all video frames have come from, along with opt-ins, so that they can be removed / deleted as required in future. All selected frames will be stored securely and only accessed by a small number of controlled Pimloc employees; they will never be sold, marketed or made public.

[To find out more](#) - visit this guide.

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Secure Redact Data Processing

How does Secure Redact store data?

1. **Uploaded:** video has been successfully uploaded to the Secure Redact servers.
2. **Converted:** the high-resolution video is converted to be able to run through our servers and process the detections quickly.
3. **Detected:** video has been automatically processed for faces and number plates. This is what a user will see on the app, with overlaid orange redaction boxes onto the video. These detection states are:
 - a. low-resolution version of the converted video.
 - b. The location information for each detection box (location of faces and number plates in each video frame) as text.
 - c. A thumbnail of the content of each box.
4. **Redacted:** all detections have been blurred out in the video when the user presses “Redact”. This creates a version of the video where all personal data is redacted, and ready for download. This is now part of that video (and irreversible without going back to re-edit). This state 4 of the video is also stored in Amazon EFS.

The Secure Redact software maintains a copy of all the different states of video (uploaded, converted, the detections and the redacted video) stored in Amazon EFS (elastic file system), located in Amazon AWS South Dublin Data Centre.

How does Secure Redact delete data?

Secure Redact is not a video storage system - user videos are stored temporarily (as long as the customer is active) for the purpose of anonymisation only.

When a customer deletes a video from their Secure Redact account, all states of their video (uploaded, converted, detected and redacted), along with the detection data associated with the video, are automatically and securely deleted from EFS. If customer accounts become inactive, Pimloc’s terms state that they can delete customer video files once they have been stored in Secure Redact for more than 60 days (details can be found in

[To find out more](#) - visit this guide.

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