



Data Masking (Deep Dive)



Agenda

- Background and Use Cases
- Optim Privacy Strategy
- Architecture
- Optim Data Privacy Providers
- Optim
- User Defined Functions
- Scripting
- Big Data Map/Reduce
- Guardium Integration Points
- Q&A



Background and Use cases

- Privacy is (or should be) a concern Gramm-Leach Bliley Act.
 - Health Insurance Portability and Accountability Act.
 - EU Data Protection Directive.
 - Privacy laws in Canada, Japan, and Australia.
 - Payment Card Industry Data Security Standards.
 - Interagency Guidelines for Safeguarding Customer Information.
 - Basel II operational controls, Sarbanes-Oxley internal controls.



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Background and Use cases

Sensitive data exported from the database to external reports.



:::	A	8	C	D	E	F
1	NC003	Olive Oyl	35	F	NorthCentral	MA0081
2	NC005	Mick E. Mouse	50	M	NorthCentral	MA0081
3	NC012	Tooth Fairy	21	F	NorthCentral	MA0081
4	NE003	Peter Pan	50	M	NorthEast	MA0066
5	NE005	Mister Ed	80	M	NorthEast	MA0066
6	NE012	Tinker Belle	18	F	NorthEast	MA0066
7	NW003	Howdy Doody	19	M	NorthWest	MA0015
8	NW005	Darth Vader	45	М	NorthWest	MA0015
9	NW012	P. Wee Herman	30	M	NorthWest	MA0015
10	RP0013	Richard Parente	30	M	Massachusetts	MA0066
11	SC003	Dirt E. Harry	62	M	SouthCentral	MA0021
12	SC005	Leisure Suit Larry	28	M	SouthCentral	MA0021
13	SC012	J. R. Ewing	57	M	SouthCentral	MA0021
14	SE003	Robin Hood	42	М	SouthEast	MA0001
15	SE005	Merrill N. Monroe	29	F	SouthEast	MA0001
16	SE012	Sherlock Holmes	67	M	SouthEast	MA0001
17	SW003	Frank N. Stein	25	M	SouthWest	MA0040
18	SW005	Godzilla Jones	41	F	SouthWest	MA0040
19	SW012	James T. Kirk	37	М	SouthWest	MA0040
20	WE003	Betty Boop	24	F	West	MA0301
21	WE005	Captain Kangaroo	79	M	West	MA0301
22	WE012	Nancy Drew	19	F	West	MA0301

	Run Modify Use-editor rent SQL statements.	Output	Choos	se Save Info	Drop Exit
	codis@ol_informix1170_1		1	Press CTRL-W fo	or Help
salesman_id	salesman_name	age	sex	terri tory	manager_id
NC003	Olive Oyl	35	F	NorthCentral	MA0081
NC005	Mick E. Mouse	50	M	NorthCentral	MA0081
NC012	Tooth Fairy	21	F	NorthCentral	MA0081
NE003	Peter Pan	50	M	NorthEast	MA0066
NE005	Mister Ed	80	M	NorthEast	MA0066
NE012	Tinker Belle	18	F	NorthEast	MA0066
NW003	Howdy Doody	19	M	NorthWest	MA0015
NW005	Darth Vader	45	M	NorthWest	MA0015
NW012	P. Wee Herman	30	M	NorthWest	MA0015
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SE012	Sherlock Holmes	67	М	SouthEast	MA0001
SW003	Frank N. Stein	25	М	SouthWest	MA0040
SW005	Godzilla Jones	41	F	SouthWest	MA0040
SW012	James T. Kirk	37		SouthWest	MA0040
WE003	Betty Boop	24	F	West	MA0301
WE005	Captain Kangaroo	79	М	West	MA0301
WE012	Nancy Drew	19	F	Mest	MA0301

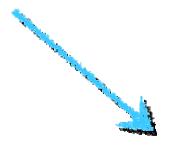


Background and Use cases

SQL queries rendering sensitive information.

```
EXEC SQL DECLARE customers CURSOR FOR
           SELECT cust_id, custname
41
           INTO :cust id, :custname
42
           FROM customers:
        EXEC SQL OPEN customers;
        int i:
        for (i = 1;; i++)
            EXEC SQL FETCH customers;
49
            if (strncmp(SQLSTATE, "00", 2) != 0) {
50
               break:
51
52
           printf("Row %05d: %s '%s'\n", i, cust_id, custname);
53
54
        if (strncmp(SQLSTATE, "02", 2) != 0) {
55
            printf("SQLSTATE after fetch is %s\n", SQLSTATE);
56
57
        EXEC SQL CLOSE customers;
        EXEC SQL FREE customers;
```

```
DISPLAY: Next Restart Exit
Display next page of results.
            codis@ol informix1170 1 ------
cust id
              00242
custname
              Popcorn Videos
address
              Aramingo Place
ci tv
              Kooskooskie
state
zio.
              70800
              486.00
ytd sales
salesman id
              NW003
phone number 2069761210
cust id
              00243
custname
              Pick-a-Flick
address
              120 Central Avenue
ci tv
              Dusty
```



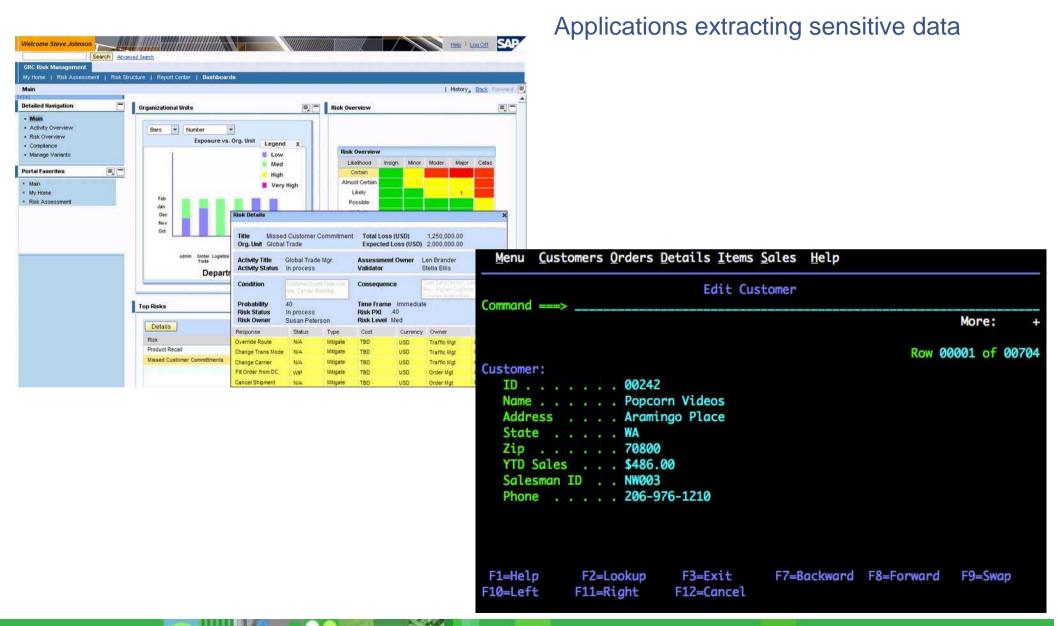
```
All Output $

Row 00001: 00242 'Popcorn Videos 'Row 00002: 00243 'Pick-a-Flick 'Row 00003: 00244 'Cinemagic 'Row 00004: 00245 'Movies Galore 'Row 00005: 00246 'Rick's Flicks 'Row 00006: 00247 'Movies-R-Us 'Row 00007: 00248 'Select-A-Movie 'Row 00008: 00249 'Popcorn 'Row 00009: 00250 'Popcorn Videos 'Row 00010: 00251 'Prime Time Video 'Row 00011: 00252 'Prime Tyme 'Row 00012: 00253 'Reely Great Videos 'Row 00013: 00254 'Replay Videos '
```

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Background and Use cases





Optim Privacy Strategy

- Provide consistent masking across all environments platforms, data sources and use cases
 - Mask "whatever", "wherever", "whenever"
 - At rest or in flight.
 - Relational data, flat files and data sets, IMS, VSAM, etc.
 - During query, load, display, processing, etc.
 - On Linux, UNIX, Windows and z/OS.
 - Consistent behavior
 - Across products, platforms and locales (including customer applications).
 - Repeatable behavior
 - Same inputs and masking parameters yield same outputs.

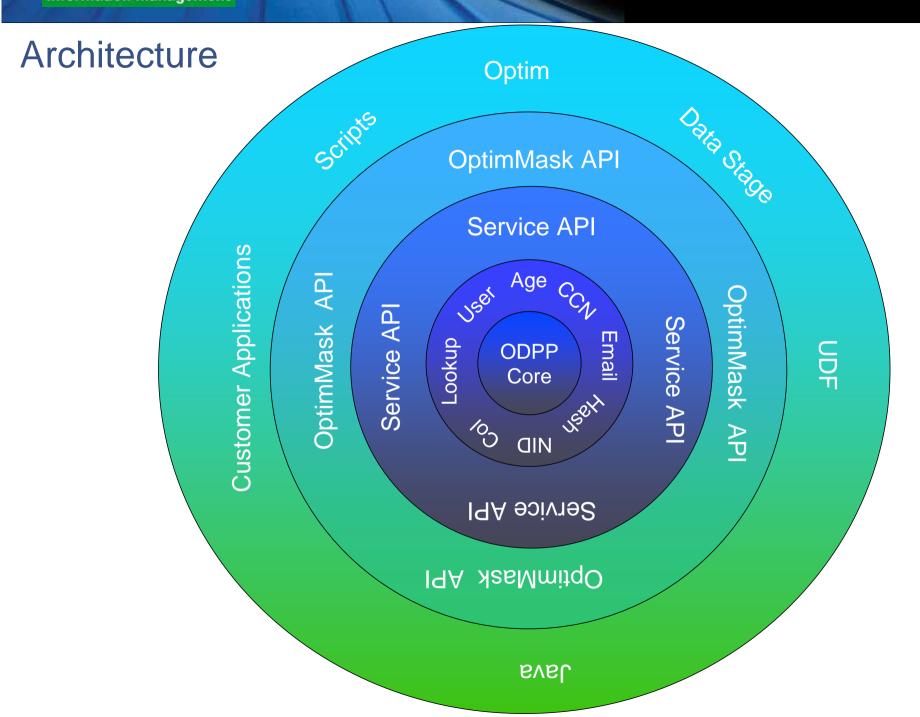


Optim Privacy Strategy

Optim Data Privacy Providers

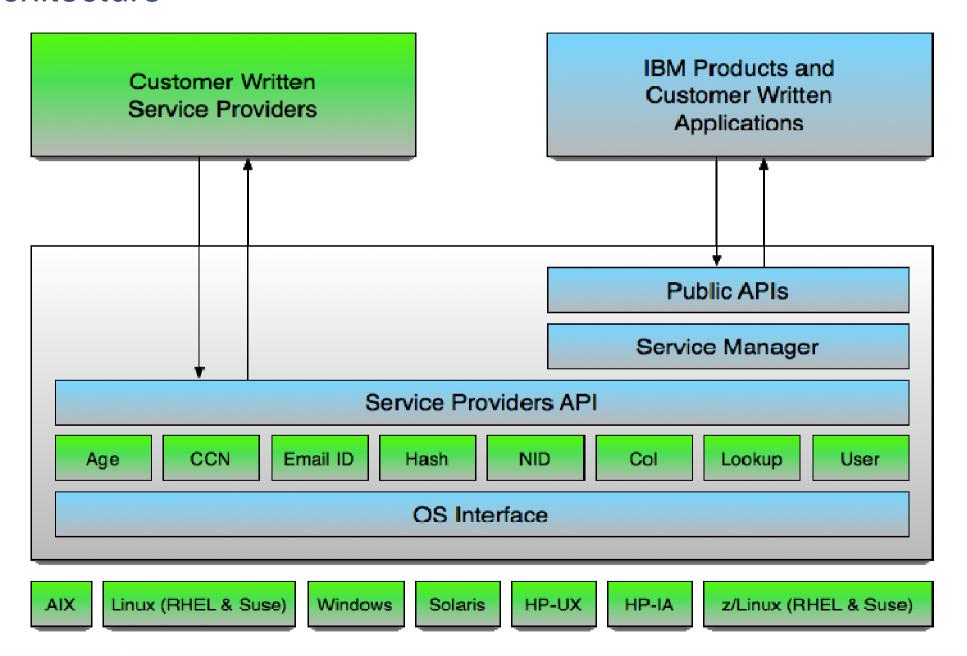
- Set of out-of-the-box privacy algorithms referred to as "providers"
- Can be extended to include user-written providers
- Simple yet powerful API.
- Consistent behavior across platforms.
- Can be used in IBM products and customer applications.
- Has data source independent design.
- Provides dynamic invocation of masking services.
- Written in cross-platform, ANSI C/C++.
 - Interfaces with other languages that support the C calling conventions.
 - Provides platform abstraction services.
- Is locale and character set aware.
 - Supports SBCS, MBCS and Unicode.
- Deploys as a number of shared libraries.





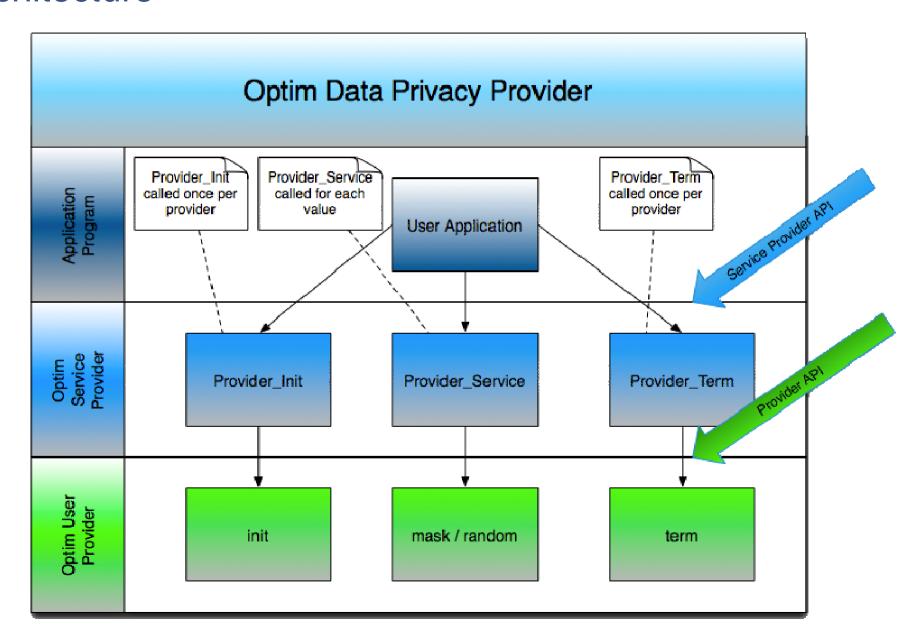


Architecture





Architecture





Optim Data Privacy Provider Core Features

Single API

- Referred to as the Optim Data Privacy Provider API for Data Privacy Services.
 A flexible and extensible API providing an interface that can fit into existing data masking services as well as those that may be developed in the future.
- A command based approach for a broader range of control.
- The API allows applications to connect to the Optim Data Privacy Service Manager which, in turn, will invoke the requested service provider.

Extensible

- A generic intermediate Data Privacy Service API allows users/application developers to develop their own data masking services and use them in the Optim Data Privacy Provider framework.
- Alternatively, masking services can be directly accessed using the Data Privacy Service
 API. New data masking services can be added to the existing suite of masking services
 extending those services to other users.

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Optim Data Privacy Provider Core Features

Dynamic Invocation

- The intermediate Data Privacy Service API provides a very modular design including a plug-n-play approach for service providers.
- New Data Privacy Service Providers can be added dynamically without the need to shut down or recompile running applications.

Modular Design

- Everything from the Service Manager to the Service Provider, including data conversions, are implemented in separate modules connected to each other by a loosely coupled generic API.
- This provides greater flexibility for plugging in additional external libraries to add new features or enhance existing ones.
- Allows application developers to write their own implementation of the Service Manager (also called Optim Data Privacy Provider Framework) and/or service providers.

Usability across the Products

 The API has been designed to be used in products that are built in a variety of languages.



Optim Data Privacy Provider Core Features

Batch Processing

The API supports batch processing with a user-defined batch size

Multi-Platform Support

 Currently supports AIX, Linux (Red Hat & Suse), Sun Solaris, HP-Unix, HP Itanium, zLinux (RHEL & Suse), Windows, z/OS

Data Source Independent Design

- The purpose of the API is to handle data, not the data source.
- Data source independence provides the flexibility of supporting unlimited data sources as data is extracted and presented to the API by the calling application.

Simple and Standard Representation of Data

- Structures simulate data as rows and columns of a database
- Standard data types are used to represent various types of data (e.g. integer, char, null terminated strings, date and time etc.,)



Service Provider: Age

- •Used to age date values in source columns
- Aging is a process of incrementing or decrementing a date value
- Aging can be specific to a number of years, months, weeks or days
 - Optionally, may be a combination of these units.
- Aging can also be based upon a specific 4-digit year value



Service Provider: Column Transformation

- Provides data masking of undifferentiated or dynamically-formatted values
- •Undifferentiated value is where there are no parts that have significance therefore all parts of the value are candidates for masking

(e. g. 123456, Gizmo, CDE9874)

•Dynamically-formatted value has one or more portions that have significance and cannot be altered without affecting the validity of the value

(e. g. 12-3456789, ItemCode Gizmo, CDE-9874)

 Options are provided to specify which portions of the masked value should be unchanged



Service Provider: Credit Card Number

- Used to generate a valid and unique Credit Card Number (CCN)
- By default, it generates a consistently altered CCN based on a source CCN
 - Uniqueness is guaranteed only for unique input values
- •A CCN is defined by ISO 7812 which consists of:
 - 6-digit issuer identifier
 - Variable length account number
 - Single check digit as the final number
 - Check digit is verified against the Luhn algorithm
 - Maximum length = 19 digits
- •Two methods for masking:
 - Mask
 - Random



Service Provider: Credit Card Number

•Mask Method:

- Includes the 1st 4-digits of the source issue identifier
- Alters the remaining 2-digits of the issue identifier and account number based upon the source CCN
- A valid check digit is assigned

•Random Method:

- Generates a CCN that may include the 1st 4-digits of the source issue identifier
- It alternatively, uses an issuer identifier number assigned by:
 American Express, Discover, MasterCard, or Visa
- A valid check digit is assigned
- If the 1st 4-digits of source issue identifier are included, then, the 1st account number based on those digits will begin with a 1 and for each additional CCN that uses those digits, the number will be incremented by 1



Service Provider: Email

Used to generate an email address consisting of:

- User name
- Separator usually the at-sign '@'
- Domain name

User name is based upon either:

- Destination data
 - or -
- Literal concatenated with a sequential number
 - or -
- User-supplied name values using two name-type columns

•Domain name is based upon:

- Email address in the source data
 - or -
- Literal value
 - or -
- Randomly selected from a list of email service providers



Service Provider: Hash

- •Used to return a numeric hash-type value based upon an input source value
- •Multiple source values, of the same or different data type are supported
 - All source values are converted to a UTF-8 string and then hashed
- Output hash values may not be unique even when the input is unique but is repeatable based upon a given input
 - i.e. the same output hash value is generated for the same input hash value
- •Repeatable hash values require a constant seed value for a given input
- •Hash values for the same input values will vary when the seed is changed



Service Provider: Lookup

- Masking uses replacement data that is looked-up from a data source based upon a key value
- Required when some types of data (e.g. names, addresses)
 cannot be generated using arithmetic logic
- •Replacement data is typically provided as a set of rows, with a key column, in a database
- Lookup via the key column(s) of a replacement type-table are based upon:
 - Values in the key columns of the original input data
 or -
 - Hash-type value generated from original input data columns



Service Provider: Lookup

•Three types of key lookups are supported:

- Basic/plain lookup
- Hash lookup
- Random lookup

•Basic Lookup:

- Key source column(s) are used to find matching rows in lookup data
- There must be a one-to-one mapping between the source key data and the replacement key data
- Supports single- and multiple-type column lookups

•Hash Lookup:

- Generates a hash value from single- or multiple-type source columns which are used as a key value
 - to lookup via a sequence-type column in the replacement table
- Hash lookup is case sensitive
- Supports single- and multiple-type column lookups



Service Provider: Lookup

•Random Lookup:

- Selects a value at random from a specified replacement table.
- Provider generates a random number between 1 and the replacement table row limit supplied by the caller
- When the replacement table row limit is not supplied,
 then all rows from the replacement table are read and then uses the
 total row count as the maximum value for generating a random number
- The random number becomes the row subscript into the replacement table
- Supports single- and multiple-type column replacements



Service Provider: National ID

Used to generate valid and unique National Identifiers (NIDs) for:

- U.S. = Social Security Number (SSN)
- U.K. = National Insurance Number (NINO)
- Canada = Social Insurance Number (SIN)
- France = Institute for Statistics and Economic Studies (INSEE)
- Italy = Fiscal Code (CF)
- Spain = Fiscal Identification Number (NIF) / Foreign Identification Number (NIE)



Service Provider: National ID

•Properties of all the NID routines:

- Generates a valid and unique NID for each unique input
- Two methods:
 - Mask
 - Random

•Mask:

Algorithm-based generated destination NID based upon a source NID

•Random:

 Randomly generated NID when the source does not have a NID value or when there is no need to transform the source NID in a consistent manner



Optim

- Adopting Optim Data Privacy Providers as the underlying masking infrastructure
- Customer-written privacy providers available via Optim runtime
- Customer-written privacy providers discoverable by the Optim user interface



User Defined Functions

- Optim Data Privacy service providers invoked via UDFs
- Enable sites to mask data before data leaves the database
- Mask test environments in place No need to re-extract
- Same masking algorithms used by Optim across all DB(s) and platforms
- Increased efficiencies while reducing masking complexity



User Defined Functions

Mask social security numbers before they leave the database

```
SELECT FIRST_NAME, LAST_NAME,
OptimMask(SSN, "Provider=NID, method=mask")
FROM EMPLOYEES WHERE ...
```

Mask employee email addresses as they are added to the database

Mask the existing employee account numbers in the database

```
UPDATE EMPLOYEES SET ACCT_NUM = (SELECT
   OptimMask(ACCT_NUM, "Provider=Variant,seed=@VAR1,method=MASK")
   FROM EMPLOYEES WHERE ...)
```



- Today Customers Write Exits
 - Assembler, C/C++, COBOL or PL/1 on z/OS
 - C/C++ on Linux, UNIX and Windows
 - Exits are different on Linux, UNIX, Windows vs. z/OS
- Optim Basic only available on Windows



Introducing Lua as Optim's Scripting Language

- Powerful, fast, lightweight, embeddable
- Runs on all platforms
- Used extensively in industry applications
 - Netezza, Adobe, Ginga, ...

Enhanced by IBM

- Character set support:
 - SBCS, MBCS, Unicode
- Broader data type support:
 - Unicode strings, decimals



Modeled on Optim Basic Column Map invocation pattern

- cm_load (optional, invoked when script has been loaded)
- cm_start_table (optional, invoked at the start of table processing)
- cm_transform (required, invoked for each row)
- cm_end_table (optional, invoked at end of table processing)
- cm_unload (optional, invoked prior to script being unloaded)

Implemented using Lua standards and conventions

- Source and target presented to script as Lua tables
- Information about source and target available through table methods.



```
-- Load
function cm_load(source, target)
  local dbalias, creatorid
  dbalias = source.getdbalias()
  creatorid = source.getcreatorid()
  report = io.open('/<some path>/report.txt', 'w')
end
-- Start of table
function cm start table(source, target)
  local table = source.gettablename()
  report:write('Table processing for "' .. table .. '" started at ' .. os.date(), '\n')
end
-- Transform
function cm_transform(source, target)
  local table = source.gettablename()
  -- Handle transform
end
-- End of table
function cm_end_table(source, target)
  local table = source.gettablename()
  report:write('Table processing for "' .. table .. '" ended at ' .. os.date(), '\n')
end
-- Unload
function cm_unload()
  report:write('Processed ' .. #tables .. ' tables', '\n')
  report:write('Optim processing ended at ' .. os.date(), '\n')
  io.close(report)
  report = nil
end
```

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Example:

Swap gender while increasing the age of males and decreasing the age of females.

```
local sex, age
sex = source.column.getvalue('sex')
age = source.column.getvalue('age')
if sex == 'F' then
  sex = 'M'
  if age < 65 then
     age = age + 2
  else
     age = age + 1
  end
else
  sex = 'F'
  if age < 21 then
     age = age - 1
  else
     age = age - 2
  end
end
target.column.setvalue('sex', sex)
target.column.setvalue('age', age)
```



Example:

Change zip codes, swap states and alter YTD sales.

```
local zip, state, ytd sales
zip = source.column.getvalue('zip')
state = source.column.getvalue('state')
ytd_sales = source.column.getvalue('ytd_sales')
if zip == '66100' then
  zip = nil
else
  zip = generate_zip()
end
if state == 'WA' then
  state = 'NJ'
end
local percentage
if ytd_sales >= 1000 then
  percentage = -10.0
else
  percentage = 7.50
end
ytd_sales = ytd_sales + (ytd_sales * percentage / 100)
if ytd_sales < 10.0 then
  ytd sales = 25.0
end
target.column.setvalue('zip', zip)
target.column.setvalue('state', state)
target.column.setvalue('ytd_sales', ytd_sales)
```



Example:

Mask social security
numbers and credit
card numbers using
the ODPP providers
NID and CCN.

local ssn, ccn
ssn = source.column.getvalue('ssn')
ccn = source.column.getvalue('ccn')
ssn = optimmask(ssn, 'Provider=NID, method=mask')
target.column.setvalue('ssn', ssn)

ccn = optimmask(ccn, 'Provider=CCN, method=random') target.column.setvalue('ccn', ccn)



Big Data

Data Masking for IBM BigData

- Integrate Optim Data Privacy Providers into Hadoop.
 - Provide Java interface for masking.
 - Incidentally, this works anywhere Java and the privacy providers work.
 - Provide MapReduce base classes and helpers.
 - Configuration.
 - Distributed cache.
 - Shared libraries, license files, etc.
 - Use of masking in Mappers.
 - Use of masking in Reducers.
 - Provide ready-to-run out-of-box configurable Mapper and Reducer.
 - Sub-setting.
 - Masking.



Big Data

• Example:

24 Lines of Java - would be 400+ lines of C

```
FrameworkDefinition frameworkDefinition = new FrameworkDefinition();
frameworkDefinition.getInitializationOperands().add(new InitializationOperand(Constants.ODPP OPR ERRORFILE PATH, "/<path>/"));
frameworkDefinition.getInitializationOperands().add(new InitializationOperand(Constants.ODPP_OPR_LIC_FILES_PATH, "/<path>/"));
odpp.initializeFramework(frameworkDefinition);
ServiceDefinition serviceDefinition = new ServiceDefinition();
serviceDefinition.getInitializationOperands().add(new InitializationOperand(Constants.ODPP OPR SWITCH NA. 0));
serviceDefinition.getInitializationOperands().add(new InitializationOperand(Constants.ODPP OPR SOURCE COLINDEX, 0));
serviceDefinition.getInitializationOperands().add(new InitializationOperand(Constants.ODPP OPR METHOD,
         Constants.ODPP METHOD MASK));
serviceDefinition.getInitializationOperands().add(new InitializationOperand(Constants.ODPP OPR CCN FLAGS,
         Constants.ODPP_FLAG_CCN_ISSUER6));
serviceDefinition.getFieldDefinitions().add(new FieldDefinition(DataType.WVARCHAR SZ, 0, 0, 0, 0, "COL 1"));
int serviceToken = odpp.initializeProvider("CCN", serviceDefinition);
Rowset rowset = new Rowset():
Row row = new Row():
rowset.getRows().add(row);
Field ccn = new Field();
row.getFields().add(ccn);
ccn.setSourceSize(80);
ccn.setSource("4571442212344321");
odpp.serviceProvider(serviceToken, serviceDefinition, rowset);
System.out.printf("Masked CCN is '%s'.\n", ccn.getSource());
odpp.terminateProvider(serviceToken);
odpp.terminateFramework();
```

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Big Data

Example:

Sum up credit card transactions but mask the credit card numbers.

<u>Map</u>

```
String line = value.toString();
String[] elements = line.split(",");
String ccn = elements[1];
double amount =
Double.parseDouble(elements[2]);
field.setSource(ccn);
try {
  odpp.serviceProvider(serviceToken,
             serviceDefinition, rowset);
} catch (ODPPException e) {
  throw new IOException(e);
text.set((String) field.getSource());
output.collect(text, new
DoubleWritable(amount));
```

Reduce

```
double sum = 0.0;
while (values.hasNext()) {
    DoubleWritable value = values.next();
    sum += value.get();
}
output.collect(key, new DoubleWritable(sum));
```



Guardium Integration Points

User Defined Functions

- Guardium rules can be defined to rewrite SQL
- Based on several criteria:
 - User, role, host name, IP address, ...
 - from

```
SELECT FIRST_NAME, LAST_NAME, SSN FROM EMPLOYEES WHERE ...
```

- to SELECT FIRST_NAME, LAST_NAME, OptimMask(SSN, "Provider=NID, method=mask")
FROM EMPLOYEES WHERE ...



Q&A

Questions?



Reference Slides



ODPP APIs

Provider_FrmwInit

This function initializes the ODPP common framework.

Provider_Init

This function initializes an ODPP session and is required for each unique service type requested.
 An ODPP service token is returned after the session is established. This service token is then required on all subsequent calls for this session.

Provider_Service

 This function takes the set of data that needs to be masked and executes the Service Provider based upon the supplied service token.

•Provider_Term

This function closes the Service Provider and frees all the memory allocated during the Provider_Init.
 When the caller has finished with a Service, this is a required termination call.

Provider GetError

This function returns the oldest available Error Control Block (ECB) and associated tokens in the supplied area.
 The ECB contains all of the ODPP-related messages and errors. The caller can interpret the ECB or supply it to the Formatted Message Processor to retrieve a message in an available language.

Provider_GetFormattedErrorMsg

This function returns the formatted message from the data in the supplied Error Control Block (ECB).

Provider_FrmwTerm

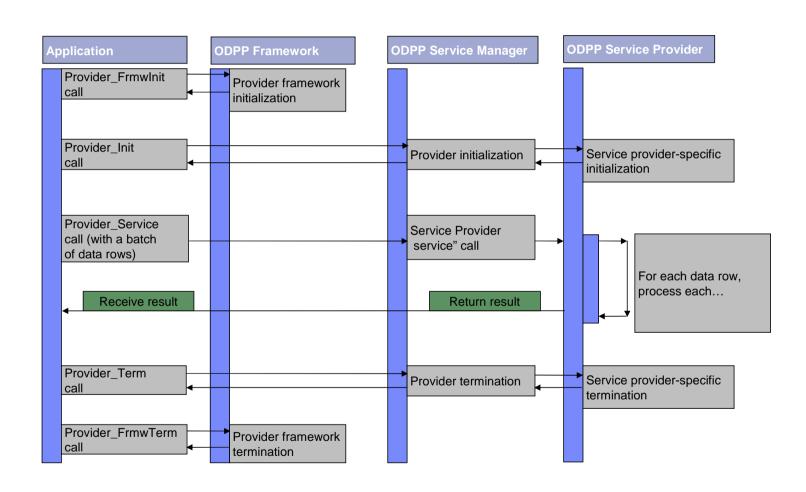
42

This function frees/releases the ODPP framework and all of its components.

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Application to/from ODPP Flow





ODPP Licensing

ODPP v2.1 is a licensed component

Requires a license to function.

Supported ODPP licenses:

- Optim Distributed
- Optim z/OS
- Optim SOA/Optim Data Masking Solution
- OEM licensing:
 - In a future ODPP v2.1 fix-pack.

• ODPP license-type files:

- ODPPKEYF.OPT:
 - ODPP license key file
- ODPPLICF.OPT:
 - ODPP license file (encrypted XML-type file).



ODPP Licensing

In Windows:

- 1. Check for the ODPPLL environment variable.
- 2. Search the current process location.
- Example:
 - Optim Distributed = RTWIN\BIN

• In UNIX/Linux:

 There is no default location, the user must specify the ODPPLL environment variable

Via the ODPP provider-type framework initialization

 Using a pointer to a string-type path in the DP_FRMW_PARAMS_DEF structure



Character Set Support

- Includes all data and control structures
- Base control structures utilize union-type sub-structures:
 - Wide-character (Unicode) sub-structure
 - or —
 - Mixed-character (SBCS/MBCS) sub-structure
- Based upon ICU 4.8
- Includes DBMS-specific ICU-type converters for all supported databases



IBM z/OS Support

- Single ODPP code base with some limited z/OS-dependent areas
- Runs as a set of USS-type libraries:
 - Parallels other IBM type libraries (e.g. ICU, XML4C, etc.,)
 - Accessible from USS or native z/OS
- Lookup will interface to DB2 z/OS
- Initial delivery via Optim Distributed v8.1 fix-pack