

Data Privacy and Privacy Enhancing Technologies (PETs) Advisory and Delivery Service

G-Cloud 15





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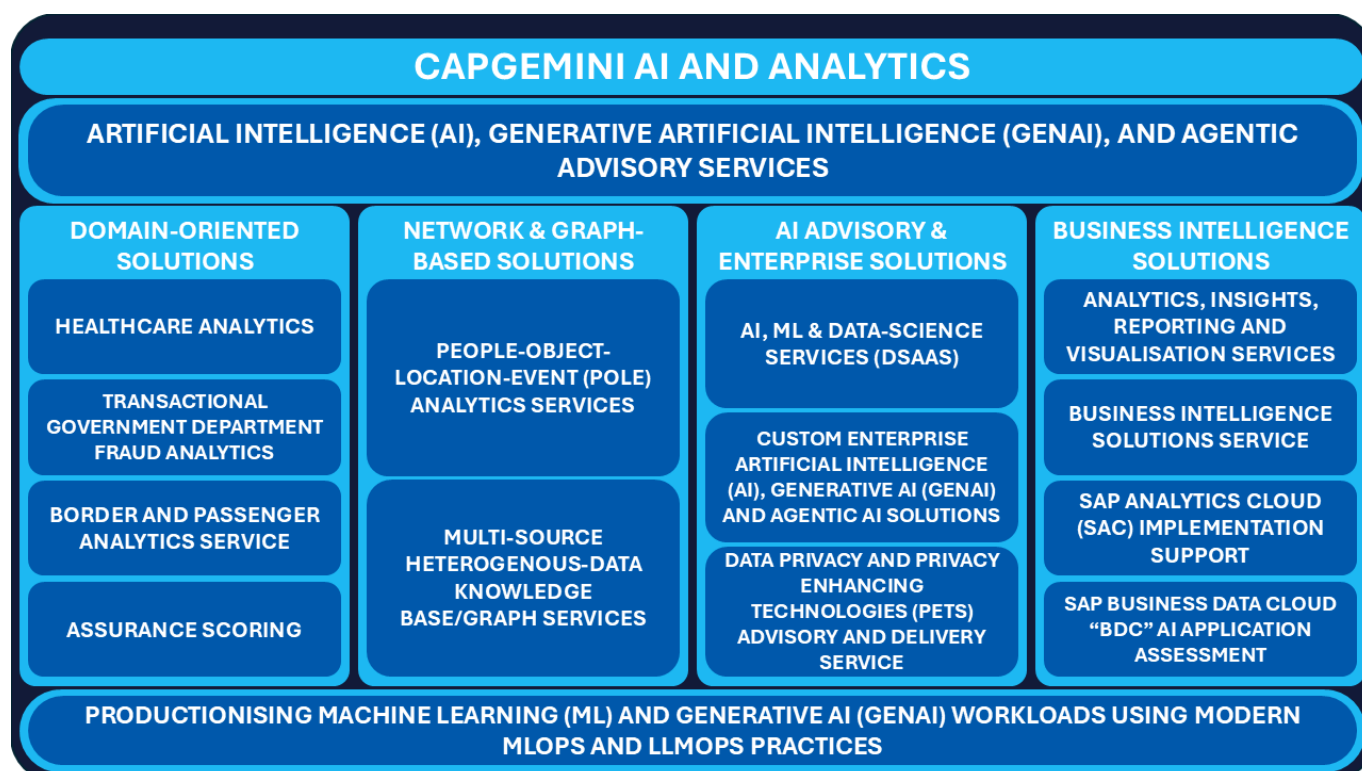
1 Service Overview

Privacy Enhancing Technologies (PETs) are a family of technologies that enable, enhance, and preserve the privacy of data throughout its lifecycle. These technologies have been gaining momentum with growing demand in regulations for privacy and compliance. As governments across the world continue to evolve regulations to govern AI use cases (e.g. the European Union's Artificial Intelligence (AI) act), PETs aim to solve a niche problem space where unlocking valuable insights from data is challenging due to sensitive data concerns as highlighted below:

- **Innovation roadblock** - Highly innovative AI projects with clear societal benefits are shelved due to privacy constraints, e.g. advanced AI in healthcare is restricted due to patient data privacy concerns.
- **Regulatory compliance** - Geo-based regulatory changes makes it difficult to adopt a standard model across geography, e.g., regular updates in the Data Protection Act / GDPR regulations.
- **Complex data ecosystem** - Enabling multi-geo data ecosystem and being privacy compliant, e.g., enterprise data management and protection programs.

Capgemini offers an integrated framework to adopt PETs for scalability and sustenance of the AI Journey. PETs provide the means to keep sensitive data secure during processing by protecting data whilst in use. We can help pragmatically identify, assess and define the use cases and leverage our expertise to deliver use-case specific capabilities of PETs as below:

- **Synthetic Data Generation** - Synthesise risk-free, scalable and regulatory compliant data sets. The solution harnesses the power of Generative AI to generate synthetic data in tabular, image and text formats.
- **Homomorphic Encryption** - Improve cross-organisation data sharing without compromising data security and privacy.
- **Federated Learning (FL)** - Collaborate on a machine learning model without the need to share the original data.
- **Cohort-Based Pseudonymisation** - Sanitise Personally Identifiable Information (PII) data using AI based Pseudonymisation.
- **Differential Privacy** - Allow data experts to perform statistical analysis without identifying any personal information.
- **Adaptive Masking and PII Redaction** - Automate masking across structured (tables) and unstructured (e.g. scanned documents) data.



This diagram is for illustration only and does not represent any obligation or responsibility of Capgemini.

2 Business Need

There is a growing expectation within the UK public sector to enable efficient, safe data sharing mechanisms and to improve collaboration within different parts of the organisation and across the public sector. To deliver better value for the citizens and stay relevant, it is crucial for the public sector to leverage AI capabilities, whilst at the same time protecting citizen personal information throughout the data lifecycle.

For the public sector, it is important to:

Use AI for critical business decisions to gain a competitive edge, and to deliver value for the taxpayer.

- Standardise AI-based decision making across the public sector to deliver better value and experience to the customer without intruding on privacy.
- Innovate and improve business processes through multi-party data sharing while maintaining business compliance and reputation.

Adopting AI throughout the data lifecycle generates a lot of benefits for organisations, but without adequate data privacy and security this can have an adverse impact. Lack of privacy enablement can present legal, business and reputational risks to organisations. Also, rapidly changing data privacy laws, such as the UK Data Protection Act, means that the organisation needs to have data security and data privacy built-in by design while embarking on the AI journey.

Common questions faced by organisations while dealing with data privacy and security challenges include:

- How to ensure compliance with rapidly evolving privacy regulations?
- How to securely get the data into the Cloud?
- How to satisfy different and complex privacy requirements?



3 Our Approach

PETs advisory and delivery service by Capgemini can help the buyer shape their thinking and agree on a clear objective to improve the existing techniques and explore the state of the art for protecting the sensitive data in use during the AI lifecycle. Capgemini can help the buyer establish and build trust with wider stakeholders in their AI / ML transformation journey whilst ensuring innovation and AI-based programs are not stalled due to privacy & data security concerns.

Considering data privacy and security from the design phase, for data usage that is secure, and legally compliant with privacy regulations, leads to the delivery of **AI that is respectful of privacy & data protection**.

Capgemini's approach can enable the following benefits:

- **Reduce Risk** of AI innovation projects getting blocked due to data privacy concerns.
- **Minimise Bias** with most PII specific information not included within scope.
- **Maximising Compliance** with Authorised Access protection; Compliant with geo-specific regulations.
- **Ensuring Trust** in both the data user and provider.
- **Reusable & pluggable** assets for easy compliance of AI based projects.
- **Mitigating Cyber Risk** by including preventive measures against data theft and other potential attacks throughout the data journey in an AI lifecycle.

Capgemini can support the end-to-end AI journey starting from evaluation and advisory to accelerated delivery and execution.

In the evaluation phase, Capgemini can help the buyer to assess the adoption of privacy-preserving approaches in active AI programs. Capgemini can conduct a domain-based comparative analysis to understand what others are also doing in this space and can ensure the alignment with geo-based regulatory requirements.

In the advisory phase, Capgemini can help the buyer to identify and assess key use cases and suggest proactive vs. corrective actions. Capgemini can identify task priorities (low, medium, high) to address the open issue and ensure compliance while dealing with PII data. Capgemini can also undertake stakeholder analysis and provide training recommendations for Data & AI users, including data scientists, and other data users to ensure the adoption and uptake of the technologies.

In the accelerated delivery and execution phase, Capgemini can help the buyer build an augmented solution to position privacy and security enabling components as part of the solution architecture. Capgemini can integrate adequate privacy enabling components in the active AI programme delivery. To enable faster technology adoption, Capgemini can provide pre-packaged technical components such as code libraries.

4 Buyer Responsibilities

Please refer to the Supplier Terms listed with this service on the Platform. These may contain additional Buyer obligations/costs the Buyer is subject to that are not identified anywhere else in the Supplier's Application or on the Platform.

The Buyer responsibilities as part of this service are as follows:

- Buyer must ensure a project owner is available and empowered to make decisions when requested by the project delivery team, in a timely fashion
- Buyer must ensure that changes to project goals are documented and communicated to the project delivery team, in a timely fashion
- Buyer should ensure that the project owner attends regular project progress meetings.

If these responsibilities do not match Buyer's expectations, then please contact Capgemini in order that options can be explored to vary the approach.



5 Service Management

Not applicable.

6 Protection of Data

This service is based on a security classification of 'Official', however should you have a requirement for a different security classification that you would like us to consider, please contact us to discuss.

7 On-boarding and Off-boarding

Prior to the execution of the Order, the Supplier and the Buyer will agree the scope of the exit plan for the Services and a timescale for delivering an exit plan to ensure continuity of service.

Capgemini shall undertake on-boarding and off-boarding activities agreed within the Order Form (including as a minimum an exit plan in line with the Call-Off Contract terms) which will be charged for in accordance with the Pricing section for this service.

8 Skills and Knowledge Transfer

Capgemini recognises that skills and knowledge transfer is a critical element in the provision of G-Cloud services to public sector clients. Where possible and applicable, this forms part of the delivery plan for the service agreed at the start of the engagement. Our consultants and engineers are experienced in providing skills and knowledge transfer for major private and public sector clients.

Where appropriate, we may use a standard approach, tailored to topic, skills-gap and individual, to ensure consistency and effectiveness. The approach, Capgemini's Assess-Plan-Implement framework, has been used repeatedly by our teams to structure the work involved in transferring skills and creating new teams capable of driving and sustaining change long after the end of the formal programme. The framework can be applied throughout a project to understand knowledge transfer objectives, plan training delivery methods and materials, and deliver and evaluate success.

9 Vendor Accreditations/Awards



For the 13th year in a row, Capgemini has been recognized as one of the World's Most Ethical Companies® by the Ethisphere® Institute. This is an acknowledgment of our ethical culture that makes us an employer of choice and responsible player in the eyes of our clients, shareholders, and the wider community.

- Diamond Partner with Oracle
- Gold Partner with Microsoft
- Global Platinum Partner with SAP
- Global Strategic Partner with SAS
- Global Partner with IBM and QlikView
- Data / BI /AI Practice well recognised by industry analysts
 - positioned as a Leader for the third year in a row, in Gartner's Magic Quadrant for Data and Analytics Service Providers, Worldwide



- named a Leader in IDC's MarketScape Worldwide Business Analytics Consulting and Systems Integration Services 2020 Vendor Assessment
- positioned as a Leader in Everest Group's PEAK Matrix assessment for Data & Analytics (D&A)
- identified as a Leader in Nelson Hall's NEAT vendor evaluation for GDPR Services in the overall market segment.

10 Sub-contractors

Capgemini UK may use the following subcontractors to deliver this service:

- Capgemini Technology Services India Limited.

11 Business Continuity and Disaster Recovery

No disaster recovery plan is provided as part of these Services.

12 Pricing

This service is priced in accordance with the SFIA Rate Card attached. Capgemini can also provide offshore resources at reduced rates where appropriate. Projects can be priced either on a Time & Materials or Fixed Price basis.

13 Ordering and Invoicing

Please refer to the Supplier Terms for this service.

We would be pleased to arrange a call or meeting to discuss your requirements of our service in more detail.

14 Termination Terms

Please refer to the Supplier Terms for this service.

15 Further Information

For more information about this or any of our G-Cloud services, please contact our Public Sector Team.

Phone: 0370 904 4858

Email: publicsector.opps.uk@capgemini.com including the following information:

1. The name of this service.
2. The name of your organisation.
3. Your name and contact details.
4. A brief description of your business situation.
5. Your preferred timescales for starting the work.

About Capgemini

Capgemini is a global business and technology transformation partner, helping organizations to accelerate their dual transition to a digital and sustainable world, while creating tangible impact for enterprises and society. It is a responsible and diverse group of 340,000 team members in more than 50 countries. With its strong over 55-year heritage, Capgemini is trusted by its clients to unlock the value of technology to address the entire breadth of their business needs. It delivers end-to-end services and solutions leveraging strengths from strategy and design to engineering, all fueled by its market leading capabilities in AI, generative AI, cloud and data, combined with its deep industry expertise and partner ecosystem. The Group reported 2024 global revenues of €22.1 billion.

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