

 Guide 3, 15 minutes, 4 steps

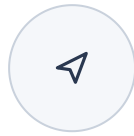
Personal data and AI

What to mask and what to keep in-house
before text reaches a model. Written for teams
under KVKK, the Turkish data protection law.

This PDF is the printed version of an interactive guide. To run the
experiments yourself: halilneed.agency/guides/personal-data/

Three routes for any text

Six work texts. Choose the route for each one.



Send as is



Mask, then send



Keep in-house



Ask for title ideas for the Q3 sales presentation



As is



Mask



Keep in



As is. No personal data, it can go as is.



Customer Ayşe Yılmaz, 0532 111 22 33, complains her parcel is late; draft a reply



As is



Mask



Keep in



Mask. The name and phone number are not needed for the reply. Mask them and the draft still works.



An employee's sick-leave length and diagnosis: a slipped disc; plan the leave



As is



Mask



Keep in



Keep in. Health data is special-category personal data. Keep it in-house.



Company notice: the office closes at 3pm on Friday; fix the wording



As is



Mask



Keep in



As is. No personal data.



A customer's IBAN and three months of account activity; summarise it



As is



Mask



Keep in



Keep in. Banking secrecy and financial data. It does not leave the company.



Meeting note: Mehmet approved the budget, Zeynep will prepare the deck; make an action list



As is



Mask



Keep in



Mask. Mask the names and put them back when the list returns.

Masking with rules and a model

Switch on the rules, then the model. Which one catches what?

👁 No masking

☰ Rules

⚙ Model

✔ Rules and model

Customer [NAME] (national ID [ID]) called yesterday from [PHONE]. Email: [EMAIL].
IBAN for the refund: [IBAN]. Address: [ADDRESS].

Caught: **6 / 6** Missed: **0**

The sample text is made up and the rule and model results are illustrative. A real Turkish masking model (0.944 exact match on 1,000 rows): [turkish-pii-detection](#)

💡 Together: fixed formats to the rules, the rest to the model. Most real systems work this way.

What a recall figure means per day

Change the volume and the recall, and see what gets through unmasked.



Steps 3 and 4 are in the full guide

The full guide is on Gumroad as a PDF in English and Turkish. It is free; pay what you want if you like.

- ✓ Step 3 of 4: What a recall figure means per day
- ✓ Step 4 of 4: The safe flow
- ✓ The full guide as a PDF, English and Turkish

Steps 3 and 4 and the full PDF are free. To get them: halilneed.gumroad.com/l/kisisel-veri