Powering AI Innovation with Privacy-First APIs

From Platforms to APIs: A Strategic Evolution

The first half of 2025 marked a decisive shift for Maya Data Privacy. As enterprises accelerated AI adoption, a clear pattern emerged AI companies needed faster, more flexible, and privacy-safe access to high-quality data.

Responding directly to requests from multiple AI-driven organizations, Maya transitioned from a platform-centric approach to an API-first architecture, enabling seamless integration into AI pipelines, model training environments, and enterprise workflows. This evolution reflects Maya's commitment to meeting customers exactly where innovation happens inside their AI ecosystems.

Why Maya Moved to an API-First Model And Why Industry Needs It

- 90% Faster AI Data Access than other connectors
- 100% Real-time data protection
- 30–45% Reduction in Operational Overhead
- AI Systems being API-Native, have easy consumption
- Essential for Secure AI consumption for Enterprise data

NEWS UPDATE

Customer-Led Innovation
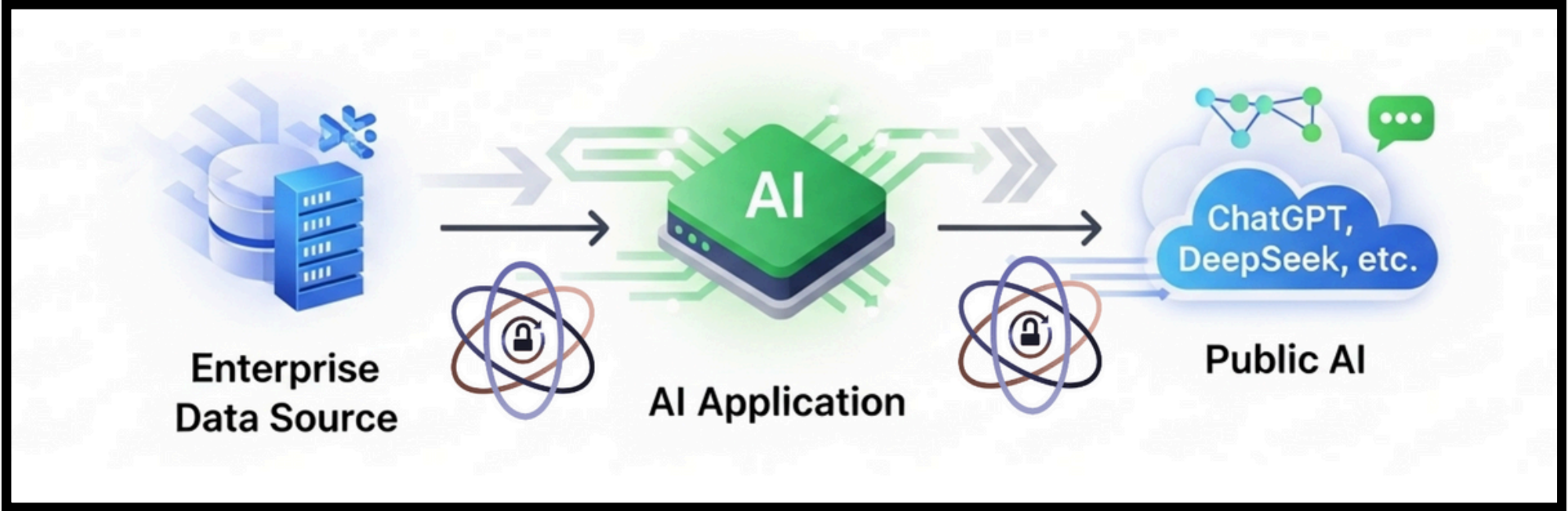Built on Direct Requests from AI Enterprises
The move to APIs was driven by real customer needs. Multiple AI companies requested faster, integration-ready access to anonymized and synthetic data prompting Maya to redesign its delivery model around flexibility and speed.

AI-Ready Privacy
Enabling Responsible AI Without Data Exposure
Maya's APIs empower AI teams to train, test, and validate models using privacy-protected datasets— eliminating reliance on sensitive production data while maintaining regulatory and ethical standards.

Enterprise Data Source → AI Application → Public AI (ChatGPT, DeepSeek, etc.)

Why the Shift to APIs?

AI companies today face three simultaneous challenges:

- Strict data privacy and regulatory expectations
- Rapid experimentation and model iteration cycles
- Dependence on realistic, high-quality data at scale

Maya's API framework solves this by delivering privacy-safe data on demand, without exposing sensitive or regulated information.

What this means for AI teams:

- Plug-and-play access to anonymized, masked, and synthetic datasets
- Faster experimentation without compliance bottlenecks
- Reduced dependency on production data
- Winning clients with ease and less regulatory hurdles.

What Maya APIs Enable

Maya's APIs are designed to support the full AI lifecycle:

- AI Model Training & Testing: Privacy-safe datasets for experimentation, benchmarking, and validation.
- Synthetic & Masked Data Delivery: Production-like data without regulatory or reputational risk.
- Secure Data Sharing: Controlled access for vendors, partners, and distributed teams.
- Compliance by Design: Built with global privacy principles in mind—privacy is not an add-on.

Impact Across Healthcare & Manufacturing

- Impossible to Possible AI adoption in light of AI Act
- Up to €1 million annual cost savings for moderate orgs
- Zero data exposure incidents reported
- Roll-out across hospital with distributed GPU workloads on private deployments, scaling across Doctors and Carers

| OCR Audio Transcription Face redaction Number plate redaction | Commodity $ 20 B |
| De-identification Re-identification | USP $714 M |

USP gives access to full commodity market share

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