

167. ENHANCED DATA ANONYMIZATION TECHNIQUE TO PRESERVE PRIVACY IN BIGDATA

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Data sharing in the cloud is favorable trends in cloud technology emerging as a promising technique for allowing users to conveniently access data. However, the growing number of enterprises and customers who store their data in cloud servers is increasingly challenging users privacy and the security of data. In order to achieve this effective scalable and flexible privacy preserving data policy by using data anonymization technique. Consider a data holder, such as a hospital or a bank that has a privately held collection of person-specific, field structured data. Suppose the data holder wants to share a version of the data with researchers. It threatens to individual privacy and organizational confidentiality. Public distribution of traces raises concerns about privacy since traces may contain personal information. Such information cannot simply be removed from traces since it is required for correlation. To address privacy concerns, designed our system to anonymize traces while still retaining information required for correlation. Data fields in traces can be selectively anonymized, providing flexibility in choosing the parts of the traces that needs to be anonymized. Anonymization technique is aimed at reducing the risk of exposing sensitive information.

Index Terms -Data anonymization, top-down specialization, MapReduce, cloud, privacy preservation.

Journal of Science and Innovative Engineering & Technology