

Social & Privacy Issues of Data Mining

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OutLine

- Background
- Data Anonymization
- Encryption with demo

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Background

- Companies have your data
- Companies are liable
- GDPR as a model

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Data Anonymization

- Differential Privacy
- Inject random noise
- Stripping customer from his/her data
- ARX

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Encryption

- Hides plaintext
- Symmetric and asymmetric
- Better with age

Demo

- Small set
- Big set

Results

- Generating large dataset
- Encryption took fractions of a sec
- Not a true workflow

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Sources

- <https://ico.org.uk>
- <https://github.com/arx-deidentifier/arx>
- https://en.wikipedia.org/wiki/Differential_privacy
- <https://www.nist.gov/publications/encryption-basics>