International Journal on Applications in Engineering and Technology
Volume 8 : Issue 3 : July 2022, pp 7 – 9 www.aetsjournal.com ISSN (Online) : 2455 - 0523

PRIVACY-PRESERVING SELECTIVE AGGREGATION OF ONLINE USER BEHAVIOR DATA

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***Abstract*—** A data distributor has given sensitive data to a set of supposedly trusted agents (third parties). Some of the data is leaked and found in an unauthorized place (e.g., on the web or somebody‟s laptop). The distributor must assess the likelihood that the leaked data came from one or more agents, as opposed to having been independently gathered by other means. We propose data allocation strategies (across the agents) that improve the probability of identifying leakages. These methods do not rely on alterations of the released data (e.g., watermarks). In some cases we can also inject "realistic but fake" data records to further improve our chances of detecting leakage and identifying the guilty party.

***Keywords*—** Data Distributor, Watermarks, Data Allocation Startegies, Trusted Agents.

I. INTRODUCTION

Our goal is to detect when the distributor‟s sensitive data has been leaked by agents, and if possible to identify the agent that leaked the data. Perturbation is a very useful technique where the data is modified and made "less sensitive" before being handed to agents. we develop unobtrusive techniques for detecting leakage of a set of objects or records. In this section we develop a model for assessing the "guilt" of agents. We also present algorithms for distributing objects to agents, in a way that improves our chances of identifying a leaker. Finally, we also consider the option of adding "fake" objects to the distributed set. Such objects do not correspond to real entities but appear realistic to the agents. In a sense, the fake objects acts as a type of watermark for the entire set, without modifying any individual members. If it turns out an agent was given one or more fake objects that were leaked, then the distributor can be more confident that agent was guilty. The software is capable for handling all the activities performed by this concern. Apart from this, the other modules that can be incorporated. The vehicle sales, spare sales and service maintenance is a very tedious process, Since they have to maintain several ledgers. If this module is also linked to the existing modules, then the work of the staff reduced a lot.

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II. SYSTEM DEVELOPMENT

A) Existing System:

Drawbacks of Existing System:

- The main drawback is the high resource costs it requires for the implementation.
- Also computing hash value for even a more or less large data files can be computationally burdensome for some clients.
- Data encryption is large so the disadvantage is small users with limited computational power

B) Proposed System:

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Advantages of Proposed System:

- Apart from reduction in storage costs data outsourcing to the data also helps in reducing the maintenance.
- Avoiding local storage of data.
- By reducing the costs of storage, maintenance and personnel.
- It reduces the chance of losing data by hardware failures. Abundant works have been proposed under different threat models to achieve various search functionality.

III. PROPOSED MODULES

1) Register

This module is register for the new member in this website.

2) Login

This module is for the administrator who may delete fake or unwanted ads. And if Buyer or Seller Login it follows their process in the website.

3) Category

In this module add in particular products. For ex Camera, Accessories, Phone, Jewelry and etc.

4) Sub Category

This module add new item of the particular product in this website. For product id, product name, brand, Model, price and etc.

5) Buyer Details

In this module buyer can buy the products, and store the details of buyers information‟s.

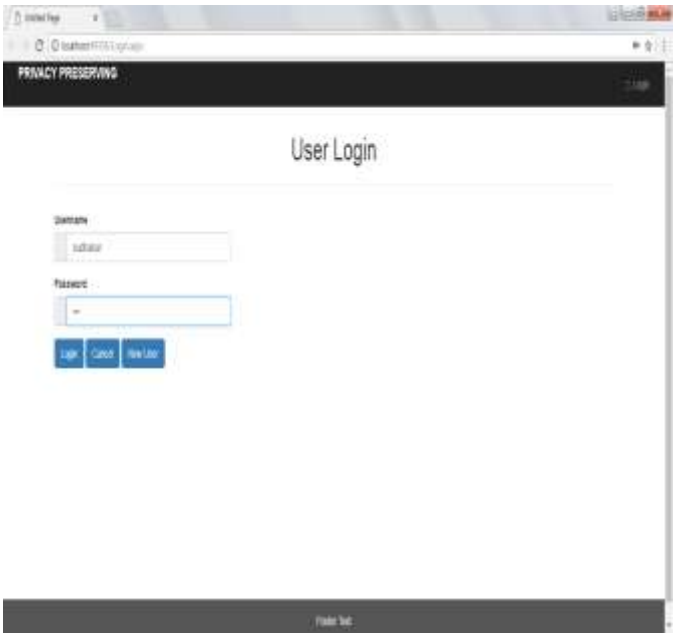
6) System Implementation

System implementation is stage in the project where the theoretical design is turned into the working system. The most crucial stage is giving the users confidence that the new system will work effectively and efficiently. The performance of reliability of the system is tested and it gained acceptance. The system was implemented successfully. Implementation is a process that means converting a new system in to operation. Proper implementation is essential to provide a reliable system to meet organization requirements. During the implementation stage a live demon was undertaken and made in front of end-users. The various features provided in the system were discussed during implementation

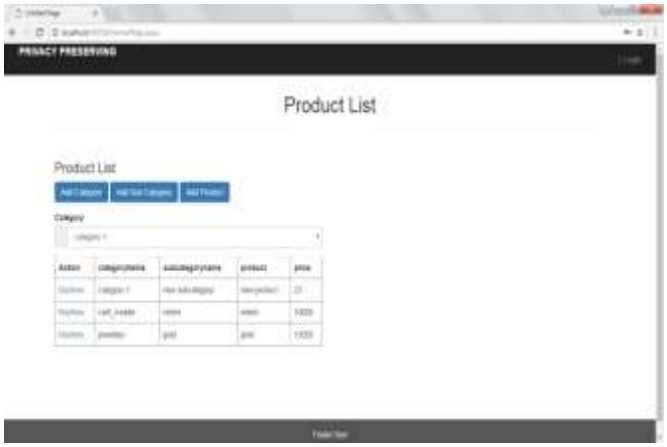
The purpose of System Implementation can be summarized as follows. It making the new system available to a prepared set of users (the deployment), and positioning on-going support and maintenance of the system within the Performing Organization (the transition). At a finer level of detail, deploying the system consists of executing all steps necessary to educate the Consumers on the use of the new system, placing the newly developed system into production, confirming that all data required at the start of operations is available and accurate, and validating that business functions that interact with the system are functioning properly. Transitioning the system support responsibilities involves changing from a system development to a system support and maintenance mode of operation, with ownership of the new system moving from the Project Team to the Performing Organization.

IV. EXPERIMENTAL RESULTS

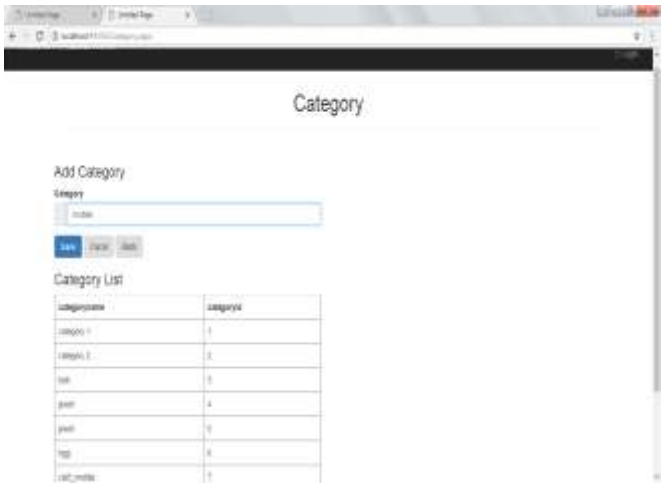
1) User Login:



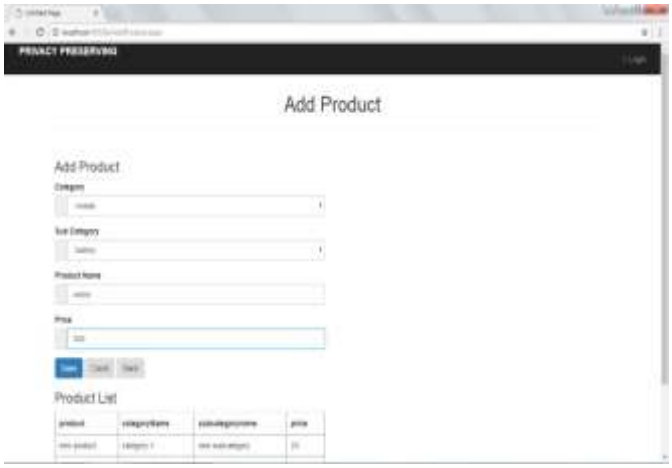
2) Product List:



3) Add Category:



4) Add Product:



V. CONCLUSION

The "Privacy Preserving Selective Aggregration of Online User Behavior Data" has been developed to meet almost all the requirements of the user. The system is tested with the sample data and found to be executing at its maximum performance. The software enables the organization to carry out the daily transaction and preparing the report effectively after the implementation. The software is capable for handling all the activities performed by this concern. Apart from this, the other modules that can be incorporated. The vehicle sales, spare sales and service maintenance is a very tedious process, Since they have to maintain several ledgers. If this module is also linked to the existing modules, then the work of the staff reduced a lot. More over, the pay bill modules could also be computerized and included with this software to complete the computerization process in this concern.

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