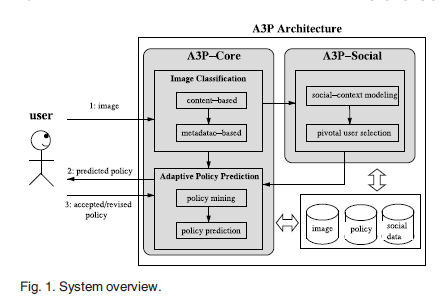
**Privacy Policy Inference of User-Uploaded Images on Content Sharing Sites**

**INTRODUCTION**

IMAGES are now one of the key enablers of users’ connectivity. Sharing takes place both among previously established groups of known people or social circles (e. g., Google+, Flickr or Picasa), and also increasingly with people outside the users social circles, for purposes of social discovery-to help them identify new peers and learn about peers interests and social surroundings. However, semantically rich images may reveal content sensitive information []. Consider a photo of a students 2012 graduationceremony, for example. It could be shared within a Google+ circle or Flickr group, but may unnecessarily expose the studentsBApos familymembers and other friends. Sharing images within online content sharing sites,therefore,may quickly leadto unwanted disclosure and privacy violations [3], [24]. Further, the persistent nature of online media makes it possible for other users to collect rich aggregated information about the owner of the published content and the subjects in the published content [3], [20], [24]. The aggregated information can result in unexpected exposure of one’s social environment and lead to abuse of one’s personal information. Most content sharing websites allow users to enter their privacy preferences. Unfortunately, recent studies have shown that users struggle to set up and maintain such privacy settings [1], [11], [22], [33]. One of the main reasons provided is that given the amount of shared information this process can be tedious and error-prone. Therefore, many have acknowledged the need of policy recommendation systems which can assist users to easily and properly configure privacy settings [7], [22], [28], [30]. However, existing proposals for automating privacy settings appear to be inadequate to address the unique privacy needs of images [3], [5], [41], due to the amount of information implicitly carried within images, and their relationship with the online environment wherein they are exposed. In this paper, we propose an Adaptive Privacy Policy Prediction (A3P) system which aims to provide users a hassle free privacy settings experience by automatically generating personalized policies. The A3P system handles user uploaded images, and factors in the following criteria that influence one’s privacy settings of images: \_ The impact of social environment and personal characteristics. Social context of users, such as their profile information and relationships with others may provide useful information regarding users’ privacy preferences. For example, users interested in photography may like to share their photos with other amateur photographers. Users who have several family members among their social contacts may share with them pictures related to family events. However, using common policies across all users or across users with similar traits may be too simplistic and not satisfy individual preferences. Users may have drastically different opinions even on the same type of images.

For example, a privacy adverse person may be willing to share all his personal images while a more conservative person may just want to share personal images with his family members.



In light of these considerations, it is important to find the balancing point between the impact of social environment and users’ individual characteristics in order to predict the policies that match each individual’s needs. Moreover, individuals may change their overall attitude toward privacy as time passes. In order to develop a personalized policy recommendation system, such changes on privacy opinions should be carefully considered. The role of image’s content and metadata. In general, similar images often incur similar privacy preferences, especially when people appear in the images. For example, one may upload several photos of his kids and specify that only his family members are allowed to see these photos. He may upload some other photos of landscapes which he took as a hobby and for these photos, he may set privacy preference allowing anyone to view and comment the photos. Analyzing the visual content may not be sufficient to capture users’ privacy preferences. Tags and other metadata are indicative of the social context of the image, including where it was taken and why [4], and also provide a synthetic description of images, complementing the information obtained from visual content analysis. Corresponding to the aforementioned two criteria, the proposed A3P system is comprised of two main building blocks (as shown in Fig. 1): A3P-Social and A3P-Core. The

A3P-core focuses on analyzing each individual user’s own images and metadata, while the A3P-Social offers a community perspective of privacy setting recommendations for a user’s potential privacy improvement. We design the interaction flows between the two building blocks to balance the benefits from meeting personal characteristics and obtaining community advice.

To assess the practical value of our approach, we built a system prototype and performed an extensive experimental evaluation. We collected and tested over 5,500 real policies generated by more than 160 users. Our experimental results demonstrate both efficiency and high prediction accuracy of our system. A preliminary discussion of the A3P-core was presented in [32]. In this work, we present an overhauled version of A3P, which includes an extended policy prediction

algorithm in A3P-core (that is now parameterized based on user groups and also factors in possible outliers), and a new A3P-social module that develops the notion of social context to refine and extend the prediction power of our system. We also conduct additional experiments with a new data set collecting over 1,400 images and corresponding policies, and we extend our analysis of the empirical results to unveil more insights of our system’s performance. The rest of the paper is organized as follows. Section 2 reviews related works. Section 3 introduces preliminary notions. Section 4 introduces the A3P-core and Section 5 introduces the A3P-Social. Section 6 reports the experimental evaluation. Finally, Section 7 concludes the paper.

**CONCLUSION**

We have proposed an Adaptive Privacy Policy Prediction (A3P) system that helps users automate the privacy policy settings for their uploaded images. The A3P system provides a comprehensive framework to infer privacy preferences based on the information available for a given user. We also effectively tackled the issue of cold-start, leveraging social context information. Our experimental study proves that our A3P is a practical tool that offers significant

improvements over current approaches to privacy.

**REFERENCES**

[1] A. Acquisti and R. Gross, “Imagined communities: Awareness, information sharing, and privacy on the facebook,” in Proc. 6th Int. Conf. Privacy Enhancing Technol. Workshop, 2006,

pp. 36–58.

[2] R. Agrawal and R. Srikant,“Fast algorithms for mining association rules in large databases,” in Proc. 20th Int. Conf. Very Large Data Bases, 1994, pp. 487–499.

[3] S. Ahern, D. Eckles, N. S. Good, S. King, M. Naaman, and R. Nair, “Over-exposed?: Privacy patterns and considerations in online and mobile photo sharing,” in Proc. Conf. Human Factors Comput. Syst., 2007, pp. 357–366.

[4] M. Ames and M. Naaman, “Why we tag: Motivations for annotation in mobile and online media,” in Proc. Conf. Human Factors Comput. Syst., 2007, pp. 971–980.

[5] A. Besmer and H. Lipford, “Tagged photos: Concerns, perceptions, and protections,” in Proc. 27th Int. Conf. Extended Abstracts Human Factors Comput. Syst., 2009, pp. 4585–4590.

[6] D. G. Altman and J. M. Bland ,“Multiple significance tests: The bonferroni method,” Brit. Med. J., vol. 310, no. 6973, 1995.

[7] J. Bonneau, J. Anderson, and L. Church, “Privacy suites: Shared privacy for social networks,” in Proc. Symp. Usable Privacy Security, 2009.

[8] J. Bonneau, J. Anderson, and G. Danezis, “Prying data out of a social network,” in Proc. Int. Conf. Adv. Soc. Netw. Anal. Mining., 2009, pp.249–254.

[9] H.-M. Chen, M.-H. Chang, P.-C. Chang, M.-C. Tien, W. H. Hsu, and J.-L. Wu, “Sheepdog: Group and tag recommendation for flickr photos by automatic search-based learning,” in Proc. 16th ACM Int. Conf. Multimedia, 2008, pp. 737–740.

[10] M. D. Choudhury, H. Sundaram, Y.-R. Lin, A. John, and D. D. Seligmann, “Connecting content to community in social media via image content, user tags and user communication,” in Proc. IEEE Int. Conf. Multimedia Expo, 2009, pp.1238–1241.

[11] L. Church, J. Anderson, J. Bonneau, and F. Stajano, “Privacy stories: Confidence on privacy behaviors through end user programming,” in Proc. 5th Symp. Usable Privacy Security, 2009.

[12] R. da Silva Torres and A. Falc~ao, “Content-based image retrieval: Theory and applications,” Revista de Inform\_atica Te\_orica e Aplicada, vol. 2, no. 13, pp. 161–185, 2006.

[13] R. Datta, D. Joshi, J. Li, and J. Wang, “Image retrieval: Ideas, influences, and trends of the new age,” ACM Comput. Surv., vol. 40, no. 2, p. 5, 2008.

[14] J. Deng, A. C. Berg, K. Li, and L. Fei-Fei, “What does classifying more than 10,000 image categories tell us?” in Proc. 11th Eur. Conf. Comput. Vis.: Part V, 2010, pp. 71–84. [Online]. Available: http:// portal.acm.org/citation.cfm?id=1888150.1888157

[15] A. Kapadia, F. Adu-Oppong, C. K. Gardiner, and P. P. Tsang, “Social circles: Tackling privacy in social networks,” in Proc. Symp. Usable Privacy Security, 2008.