**PBAE2 Abstract:**

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**Abstract:** With the user profile technology is widely used, the user privacy disclosure has become an urgent problem to be solved. The research on the infringement of user privacy by user profile technology is of great significance to protect the user privacy. In this paper, information collection, case analysis and questionnaire survey are used for investigation and research. This paper collects and analyzes the development status of user profile theory, the application of user profile technology and its potential threat to the privacy of Internet users. After that, it makes an in-depth study on the specific events that user profile technology infringes on user privacy, and discusses the boundaries that user profile technology constitutes an infringement of user privacy and the legal risks of user profile technology. Finally, through the analysis, this paper puts forward the corresponding countermeasures to protect user privacy in the case of using user profile technology.

**Key words：**User privacy; User profile technology; Internet user; Legal risk; Privacy disclosure