**PBAE2 Conclusion**

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## 4. Conclusion

With the development of the Internet, user privacy data leakage has become one of the important problems to be solved. This paper is to investigate and study this problem. Firstly, this paper collects and analyzes the development status of user profile theory, the application of user profile technology and its potential threat to Internet user privacy. After that, some network privacy leakage incidents have been deeply studied, and discussed whether it is related to the large-scale use of user analysis technology. Finally, countermeasures are put forward from the perspectives of individual, enterprise and government.

In this paper, three methods were adopted to analyze the research issues. Firstly, information was collected from social news and academic literature by means of information collection method, and then representative cases were discussed and analyzed by means of case studies. Finally, the public's understanding of privacy data protection was obtained by means of interviews.

There are still many problems to be solved in the future, such as how to adopt a reasonable way to make users enjoy the convenience provided by the Internet while protecting their privacy. There are still many problems to be solved in the future, such as how to adopt a reasonable way to make users enjoy the convenience provided by the Internet while protecting their privacy. And how to improve users' awareness of privacy protection, reduce users' own privacy leakage problems, etc.