

- **What Is Steganography?**

Unlike cryptography, which **scrambles** data to make it unreadable, steganography **conceals** the existence of the message itself.

- **Common methods include hiding data inside:**

- Images (most popular, using pixels)
- Audio files
- Video files
- Documents
- Network packets

- **Why Is Steganography Used?**

Purpose	Description
<b>Confidential Communication</b>	Sending secret data without attracting attention.
<b>Digital Watermarking</b>	Protecting intellectual property by embedding ownership information.
<b>Data Integrity Checking</b>	Verifying whether a file has been tampered with.
<b>Bypass Censorship</b>	Covertly transmitting information in restrictive environments.
<b>Malware Delivery</b> (misuse)	Cybercriminals sometimes use it to hide malicious code inside files.