Privacy Protection using Various Algorithms in Personalized Web Search*

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1 Introduction

In an era characterized by the exponential growth of the digital landscape, our lives are increasingly intertwined with the online realm.The proliferation of smartphones, social media platforms, and smart devices has led to an unprecedented level of connectivity, convenience, and information access.However, this rapid expansion comes at a price - our privacy. With every digital interaction, we generate a trail of data that can be harnessed, often without our explicit consent, for various purposes. As the internet becomes an integral part of our daily lives, the need to safeguard our privacy while conducting personalized web searches has never been more critical. This article explores the innovative algorithms designed to protect privacy in the context of personalized web search, offering insights into how individuals can regain control over their online experiences.

2 Refferences

https://ieeexplore.ieee.org/document/6329891#citations