Seminar Report

On

Protecting Sensitive Information & Asset’s Using AI

Submitted to the **Savitribai Phule Pune University** In partial fulfilment for the award of the Degree of **Bachelor of Engineering**

In

# Artificial Intelligence & Machine Learning

By

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**Academic Year 2022-2023**



# CERTIFICATE

This is to certify that the Internship Report entitled “ protecting sensitive Information & Asset’s ” being submitted by *Saurabh Sanap(T190813426)*

is a record of bona fide work carried out by him under the supervision and guidance of Prof. Kirti Randhe in partial fulfillment of the requirement for **TE (Artificial Intelligence & Machine Learning)** a 2019 course of Savitribai Phule Pune University, Pune in the academic year 2022- 2023.

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This Internship Report has been examined by us as per the Savitribai Phule Pune University, Pune requirements at ISBM College of Engineering, Nande Pune on 2022-2023.

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# TABLE OF CONTENTS

Title Page 1

[Certificate 2](#_TOC_250005)

[Acknowledgement 3](#_TOC_250004)

[Introduction 5](#_TOC_250003)

Sensitive information & Assets in Cybersecurity 6

Fraud Prevention 7

[sensitive information and assets 9](#_TOC_250002)

[Cloud Based -AI Solution 10](#_TOC_250001)

Machine Learning Algorithm For Fraud Detection 11

[Bagging And Boosting Techniques 12](#_TOC_250000)

Results and Conclusion 29

Literature review

# INTRODUCTION

The introduction of artificial intelligence (AI) in cybersecurity has revolutionized the way organizations detect and prevent cyber threats. AI-powered tools and technologies have the ability to analyze vast amounts of data, detect patterns, and identify anomalies that could indicate a potential attack.

The use of AI in cybersecurity has become increasingly important due to the growing complexity and sophistication of cyber threats. Traditional rule-based approaches to cybersecurity are no longer sufficient in identifying and responding to today's advanced threats.

One of the key advantages of AI in cybersecurity is its ability to learn and adapt to new threats over time. Machine learning algorithms can be trained to identify patterns in network traffic and behavior, allowing them to identify and respond to new and emerging threats.

AI is also being used in user authentication, where it can analyze user behavior to detect anomalies that could indicate unauthorized access or a compromised account. This can help organizations prevent account takeover attacks.

Another area where AI is being applied in cybersecurity is incident response. AI-powered tools can help automate incident response procedures, allowing security teams to quickly and efficiently respond to a cyber attack. This can help reduce the time it takes to detect and respond to a cyber attack, minimizing the damage caused.

Overall, the introduction of AI in cybersecurity has brought a new level of sophistication and effectiveness to organizations' cybersecurity defenses. However, it's important to note that AI is not a replacement for human expertise and oversight. It's important to use AI in conjunction with other security measures and best practices to ensure the best possible cybersecurity outcomes.

# Sensitive information & Assets in Cybersecurity

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Sensitive information in cybersecurity refers to any type of information that, if compromised, could cause harm to an individual or organization. This can include personally identifiable information (PII), financial information, health records, intellectual property, and trade secrets.

PII includes information such as a person's name, address, Social Security number, and date of birth. Financial information includes bank account numbers, credit card numbers, and other financial data. Health records include medical histories, diagnoses, and treatments. Intellectual property includes patents, trademarks, and copyrights. Trade secrets are any confidential information that gives a company a competitive advantage.

Protecting sensitive information is critical in cybersecurity because if it falls into the wrong hands, it can lead to identity theft, financial fraud, reputational damage, and other harmful outcomes. Cybercriminals use a variety of methods to steal sensitive information, such as phishing, malware, and social engineering.

To protect sensitive information, organizations need to implement a range of cybersecurity measures, including encryption, access controls, and network segmentation. Regular training for employees on cybersecurity best practices is also critical, as many data breaches occur due to human error.

Furthermore, AI can play a critical role in protecting sensitive information by detecting and preventing cyber threats in real-time. AI can analyze large amounts of data to identify patterns and predict future attacks, enabling organizations to respond to threats more quickly and effectively.

In conclusion, protecting sensitive information is a critical component of cybersecurity, and requires a range of technical, organizational, and human-centered measures. By leveraging the power of AI, organizations can improve their ability to protect sensitive information and mitigate the risk of cyber threats.

In cybersecurity, assets refer to any resource that an organization needs to protect, such as data, systems, applications, hardware, software, and network infrastructure. These assets are critical to the operations of the organization, and if compromised or lost, can cause significant damage to the organization's reputation, financial stability, and ability to function.

Protecting assets in cybersecurity involves identifying and prioritizing the assets that are most critical to the organization, and implementing a range of measures to prevent unauthorized access, theft, or destruction. This includes implementing access controls, firewalls, encryption, intrusion detection and prevention systems, and other security measures.

In addition to protecting assets from external threats, it is also important to ensure that assets are secure from internal threats, such as employee mistakes or malicious insiders. This requires implementing appropriate access controls, employee training programs, and monitoring systems to detect and respond to suspicious activity.

Asset management is an important aspect of cybersecurity, as it involves identifying and categorizing assets, tracking their usage and ownership, and ensuring that they are properly protected. This includes regular inventory checks, vulnerability assessments, and risk assessments to identify potential vulnerabilities and areas for improvement.

AI can play an important role in protecting assets in cybersecurity by detecting and responding to threats in real-time. AI can analyze large amounts of data to identify patterns and anomalies, and alert security teams to potential threats before they cause damage.

In conclusion, protecting assets is a critical component of cybersecurity, and requires a range of technical, organizational, and human-centered measures. By leveraging the power of AI and implementing best practices for asset management and protection, organizations can improve their ability to protect their assets and mitigate the risk of cyber threats.

# Artificial Intelligence(AI)

Artificial intelligence (AI) refers to the ability of machines to perform tasks that would normally require human intelligence, such as learning, problem-solving, decision-making, and perception. AI systems use algorithms and statistical models to analyze data and make predictions based on that data.

There are several different approaches to AI, including rule-based systems, evolutionary algorithms, artificial neural networks, and deep learning. Rule-based systems use a set of if-then rules to make decisions based on input data, while evolutionary algorithms use a process of natural selection to evolve and optimize solutions to problems.

Artificial neural networks are designed to simulate the way the human brain works by using interconnected nodes to process and analyze data. Deep learning is a type of artificial neural network that uses multiple layers of nodes to analyze data, making it particularly well-suited for tasks such as image recognition and natural language processing.

AI is being used in a wide range of applications, including healthcare, finance, transportation, and entertainment. In cybersecurity, AI is being used to detect and prevent cyber threats, automate threat response, and improve the accuracy of authentication mechanisms.

While AI has the potential to revolutionize many aspects of our lives, it is important to recognize that it is not a silver bullet and that there are ethical and social implications to consider. As AI becomes more prevalent in our lives, it will be important to ensure that it is used ethically and responsibly, with appropriate safeguards in place to protect privacy and prevent bias.



# Securing user Authentication

Artificial intelligence (AI) can play a key role in securing user authentication in cybersecurity. Here are a few ways AI is being used to improve authentication security:

1. Behavioral biometrics: AI can analyze a user's behavior patterns, such as typing speed and mouse movements, to create a unique behavioral biometric profile. This profile can then be used to authenticate the user, as any deviations from the normal behavior could indicate a compromised account.

2. Risk-based authentication: AI can analyze a variety of factors, such as location, device type, and user behavior, to assess the risk level of a login attempt. Based on this analysis, the AI system can determine if additional authentication steps, such as two-factor authentication, are necessary.

3. Continuous authentication: AI can analyze a user's behavior patterns in real-time to ensure that they remain authenticated throughout their session. If the AI system detects any unusual behavior, it can prompt the user for additional authentication.

4. Fraud detection: AI can analyze user behavior to detect potential fraud, such as login attempts from unusual locations or devices. This can help prevent account takeover attacks and other types of fraud.

5. Anomaly detection: AI can analyze a user's behavior patterns over time to create a baseline. Any deviations from this baseline can be flagged as potentially suspicious, prompting additional authentication or investigation.

Overall, AI can help improve the security of user authentication by analyzing a wide range of factors and identifying potential threats in real-time. However, it's important to ensure that the AI system itself is secure, as it could be vulnerable to attacks if not properly secured. Additionally, it's important to use AI in conjunction with other security measures, such as strong passwords and two-factor authentication, to provide a layered approach to authentication security.

## **Authentication abuse prevention**

Authentication abuse prevention is a critical aspect of cybersecurity, as it helps to prevent unauthorized access to sensitive data and resources. Here are some ways that machine learning can be used to prevent authentication abuse:

1. Anomaly detection: Machine learning algorithms can be used to analyze user behavior patterns and identify anomalies that could indicate authentication abuse. For example, if a user suddenly logs in from a location they have never accessed before or at an unusual time, it could be an indication of authentication abuse.

2. Risk-based authentication: Machine learning algorithms can be used to calculate risk scores for each authentication attempt based on various factors, such as the user's behavior history and the device used for authentication. Authentication attempts with high-risk scores can be subjected to additional scrutiny or rejected outright.

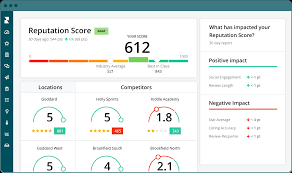
3. Two-factor authentication: Machine learning algorithms can be used to determine the most effective second factor for authentication, based on various factors such as user behavior history, device information, and location data. This can help prevent authentication abuse, as attackers may not be able to provide the correct second factor.

4. Continuous authentication: Machine learning algorithms can be used to continuously monitor user behavior during a session and detect any suspicious activity. This can help prevent authentication abuse, as attackers may not be able to maintain a consistent pattern of behavior throughout a session.

Overall, machine learning can be a powerful tool for preventing authentication abuse. By analyzing user behavior patterns and risk factors, machine learning algorithms can help identify potential threats and take action to prevent unauthorized access. However, it's important to ensure that the machine learning algorithms are properly trained and validated to ensure their accuracy and effectiveness in preventing authentication abuse. Additionally, it's important to use machine learning in conjunction with other authentication measures, such as strong passwords and multi-factor authentication, to provide a layered approach to authentication security.

## **Account reputation scoring**

Account reputation scoring is a technique used in cybersecurity to assess the risk associated with a particular user account. It involves assigning a score to each account based on various factors, such as the account's behavior history, the device used for access, and the location of the access. Here are some ways that machine learning can be used to implement account reputation scoring:



1. Behavior analysis: Machine learning algorithms can be used to analyze the behavior patterns of each user account and identify any anomalies that could indicate suspicious activity. For example, if an account suddenly starts accessing resources that it has never accessed before, it could be an indication of a compromised account.

2. Device fingerprinting: Machine learning algorithms can be used to analyze the device characteristics, such as the device type, operating system, and browser version, used to access an account. Any deviation from the typical device characteristics associated with an account can be flagged as a potential risk.

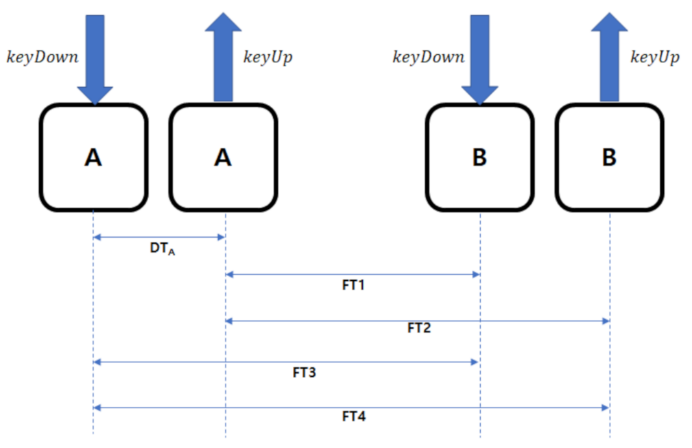
3. Geolocation analysis: Machine learning algorithms can be used to analyze the location data associated with an account and flag any access attempts from locations that are unusual or have a high risk of malicious activity.

4. Risk-based authentication: Machine learning algorithms can be used to assign a risk score to each authentication attempt based on various factors, such as the account's behavior history and the device and location information associated with the attempt. This can help prevent unauthorized access by rejecting attempts with high-risk scores.

By implementing account reputation scoring using machine learning algorithms, organizations can better assess the risk associated with each user account and take appropriate action to prevent unauthorized access. It's important to ensure that the machine learning algorithms are properly trained and validated to ensure their accuracy and effectiveness in assessing account reputation. Additionally, it's important to use account reputation scoring in conjunction with other cybersecurity measures, such as multi-factor authentication and strong password policies, to provide a layered approach to account security.

## User authentication with keystroke recognition

User authentication with keystroke recognition is a technique used to verify the identity of a user by analyzing their typing patterns, such as the speed and rhythm of their keystrokes. It involves capturing the keystrokes of a user during a typing session and using machine learning algorithms to analyze the data and determine if the typing pattern matches the pattern of the authorized user.



Here are some ways that machine learning can be used to implement user authentication with keystroke recognition:

1. Data collection: Machine learning algorithms require a significant amount of data to accurately analyze typing patterns. Therefore, the first step in implementing user authentication with keystroke recognition is to collect a sufficient amount of data from the authorized user.

2. Feature extraction: Machine learning algorithms can be used to extract relevant features from the keystroke data, such as the time between keystrokes and the pressure applied to the keys. These features can then be used to train the machine learning model.

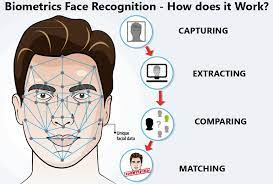
3. Training the model: The extracted features can be used to train a machine learning model, such as a neural network, to recognize the authorized user's typing pattern.

4. Testing the model: Once the machine learning model is trained, it can be tested on new typing data to determine if the pattern matches the authorized user. The model can be configured to allow some degree of variation in the typing pattern, such as changes in typing speed or slight variations in key pressure.

By implementing user authentication with keystroke recognition using machine learning algorithms, organizations can enhance the security of their systems by providing an additional layer of authentication that is difficult for attackers to replicate. However, it's important to ensure that the machine learning algorithms are properly trained and validated to ensure their accuracy and effectiveness in recognizing the authorized user's typing pattern. Additionally, it's important to use user authentication with keystroke recognition in conjunction with other authentication measures, such as multi-factor authentication and strong password policies, to provide a layered approach to authentication security.

## Biometric authentication with facial recognition

Biometric authentication with facial recognition is a technique used to verify the identity of a user by analyzing their facial features. It involves capturing an image or video of the user's face and using machine learning algorithms to analyze the data and determine if the face matches the face of the authorized user.



Here are some ways that machine learning can be used to implement biometric authentication with facial recognition:

1. Data collection: Machine learning algorithms require a significant amount of data to accurately recognize facial features. Therefore, the first step in implementing biometric authentication with facial recognition is to collect a sufficient amount of data from the authorized user's face.

2. Feature extraction: Machine learning algorithms can be used to extract relevant features from the facial data, such as the distance between facial landmarks and the shape of facial features. These features can then be used to train the machine learning model.

3. Training the model: The extracted features can be used to train a machine learning model, such as a convolutional neural network, to recognize the authorized user's facial features.

4. Testing the model: Once the machine learning model is trained, it can be tested on new facial data to determine if the face matches the authorized user. The model can be configured to allow some degree of variation in the facial features, such as changes in lighting or slight changes in facial expression.

By implementing biometric authentication with facial recognition using machine learning algorithms, organizations can enhance the security of their systems by providing a highly accurate method of authentication that is difficult for attackers to replicate. However, it's important to ensure that the machine learning algorithms are properly trained and validated to ensure their accuracy and effectiveness in recognizing the authorized user's facial features. Additionally, it's important to use biometric authentication with facial recognition in conjunction with other authentication measures, such as multi-factor authentication and strong password policies, to provide a layered approach to authentication security.

# Fraud Prevention

Artificial intelligence (AI) can be a powerful tool in preventing fraud. Here are a few ways AI is being used in fraud prevention:

1. Fraud detection: AI can analyze vast amounts of data, including financial transactions and user behavior, to identify patterns that could indicate fraud. Machine learning algorithms can be trained to detect unusual or suspicious activity and flag it for further investigation.

2. Risk assessment: AI can analyze a variety of factors, such as user behavior, transaction history, and location, to assess the risk level of a transaction. Based on this analysis, the AI system can determine if additional verification steps, such as two-factor authentication, are necessary.

3. Anomaly detection: AI can analyze user behavior patterns over time to create a baseline. Any deviations from this baseline can be flagged as potentially suspicious, prompting further investigation.

4. Identity verification: AI can help verify the identity of users by analyzing a variety of factors, such as facial recognition and voice biometrics. This can help prevent account takeover attacks and other types of fraud.

5. Predictive analytics: AI can use predictive analytics to anticipate future fraud trends and proactively develop strategies to prevent them.

Overall, AI can help prevent fraud by analyzing vast amounts of data and identifying patterns that could indicate fraudulent activity. However, it's important to ensure that the AI system itself is secure, as it could be vulnerable to attacks if not properly secured. Additionally, it's important to use AI in conjunction with other fraud prevention measures, such as employee training and strong authentication methods, to provide a layered approach to fraud prevention.

# sensitive information and assets

Artificial intelligence (AI) can also play an important role in protecting sensitive information and assets. Here are a few ways AI is being used in this area:

1. Data encryption: AI can be used to encrypt sensitive data, such as personally identifiable information (PII) and financial data, to prevent unauthorized access. AI algorithms can also help ensure that encryption keys are properly managed and secured.

2. Access control: AI can be used to monitor access to sensitive information and assets, such as servers and databases. This can help prevent unauthorized access and ensure that only authorized personnel are able to access sensitive data.

3. Threat detection: AI can analyze network traffic and user behavior to detect potential threats to sensitive information and assets. This can help prevent data breaches and other types of cyber attacks.

4. Anomaly detection: AI can analyze patterns of user behavior and identify any unusual activity that may indicate an attempted breach or unauthorized access. This can help prevent data breaches and protect sensitive information.

5. Compliance monitoring: AI can be used to monitor compliance with regulations and industry standards, such as HIPAA and PCI DSS. This can help ensure that sensitive information is being handled in accordance with legal and regulatory requirements.

Overall, AI can be a valuable tool in protecting sensitive information and assets from cyber threats. However, it's important to ensure that the AI system itself is secure and that sensitive data is properly managed and secured. Additionally, it's important to use AI in conjunction with other security measures, such as employee training and best practices for data handling, to provide a layered approach to protecting sensitive information and assets.

# Cloud Based -AI Solution

A cloud-based AI solution for cybersecurity is an AI system that is hosted on a cloud and is designed specifically for cybersecurity purposes. Here are a few ways a cloud-based AI solution can be used in cybersecurity:

1. Threat detection: A cloud-based AI system can analyze network traffic and user behavior to detect potential cyber threats, such as malware, phishing attacks, and hacking attempts. Machine learning algorithms can be trained to identify patterns that could indicate a threat and alert security teams in real-time.

2. Incident response: A cloud-based AI system can be used to automate incident response processes, such as isolating infected devices or blocking malicious traffic. This can help reduce response times and minimize the impact of cyber attacks.

3. User behavior analytics: A cloud-based AI system can analyze user behavior patterns to identify potential insider threats or compromised accounts. This can help prevent data breaches and other types of cyber attacks.

4. Vulnerability scanning: A cloud-based AI system can be used to scan networks and systems for vulnerabilities and prioritize remediation efforts based on risk levels. This can help prevent cyber attacks that exploit known vulnerabilities.

5. Compliance monitoring: A cloud-based AI system can be used to monitor compliance with regulations and industry standards, such as GDPR and ISO 27001. This can help ensure that cybersecurity practices are in line with legal and regulatory requirements.

Overall, a cloud-based AI solution can be a valuable tool in cybersecurity, providing real-time threat detection and incident response capabilities. However, it's important to ensure that the AI system itself is secure and that sensitive data is properly managed and secured. Additionally, it's important to use a cloud-based AI solution in conjunction with other security measures, such as employee training and best practices for data handling, to provide a layered approach to cybersecurity.

# Machine Learning Algorithm For Fraud Detection

Machine learning algorithms are well-suited for fraud detection because they can analyze large amounts of data and identify patterns that could indicate fraudulent activity. Here are a few machine learning algorithms that are commonly used for fraud detection:

1. Logistic regression: This algorithm is used to analyze relationships between variables and predict the probability of a particular event occurring, such as fraud. Logistic regression can be used to identify patterns in data that may indicate fraudulent behavior.

2. Decision trees: This algorithm uses a tree-like structure to analyze data and make decisions based on the values of different variables. Decision trees can be used to identify complex patterns in data that may indicate fraudulent activity.

3. Random forests: This algorithm is an extension of decision trees and uses multiple decision trees to improve the accuracy of predictions. Random forests can be used to analyze large datasets and identify patterns that may be missed by other algorithms.

4. Neural networks: This algorithm is modeled after the structure of the human brain and can be used to analyze complex relationships between variables. Neural networks can be used to detect patterns in data that may indicate fraud.

5. Support vector machines (SVMs): This algorithm is used to classify data into different categories based on the values of different variables. SVMs can be used to identify patterns in data that may indicate fraudulent activity.

Overall, machine learning algorithms can be powerful tools for fraud detection. However, it's important to ensure that the algorithms are properly trained and validated to ensure their accuracy and effectiveness in detecting fraud. Additionally, it's important to use machine learning algorithms in conjunction with other fraud prevention measures, such as employee training and strong authentication methods, to provide a layered approach to fraud prevention.

# Bagging And Boosting Techniques

Bagging and boosting are two ensemble learning techniques used in machine learning. Ensemble learning is a technique where multiple models are trained and their outputs are combined to improve the accuracy of the final prediction. Here is an overview of bagging and boosting techniques:

1. Bagging: Bagging stands for Bootstrap Aggregating. It involves creating multiple subsets of the original training data, where each subset is randomly sampled with replacement. A model is then trained on each subset, and the outputs are combined to make the final prediction. Bagging helps to reduce overfitting and improve the accuracy of the model.

2. Boosting: Boosting is a technique that combines multiple weak learners to create a strong learner. Weak learners are models that are only slightly better than random guessing. Boosting works by training one weak learner at a time, and then adjusting the weights of the training data based on the errors made by the previous weak learner. This process is repeated until the final prediction is made.

Both bagging and boosting techniques can be used in fraud detection, as they can help to improve the accuracy of the models used to identify fraudulent activity. Bagging can be used to create multiple models that can be combined to improve the accuracy of the final prediction. Boosting can be used to create a stronger learner by combining multiple weak learners, which can help to identify patterns in data that may be missed by individual models. However, it's important to ensure that the ensemble models are properly trained and validated to ensure their accuracy and effectiveness in fraud detection.

# Conclusion

In conclusion, the use of artificial intelligence (AI) in cybersecurity has revolutionized the way organizations approach cyber threats. With the increasing frequency and complexity of cyber attacks, AI has become an essential tool in detecting and preventing cyber threats in real-time.

Machine learning algorithms and other AI-based technologies have enabled cybersecurity systems to analyze large amounts of data, identify patterns, and predict future attacks. This has significantly improved the accuracy and effectiveness of cyber threat detection, and reduced the response time to potential threats.

AI has also enabled the development of advanced authentication mechanisms, such as biometric authentication and keystroke recognition, which provide a highly accurate and secure method of verifying user identity.

Furthermore, AI has allowed cybersecurity professionals to automate various tasks such as threat hunting, threat response, and risk analysis, freeing up valuable resources and enabling organizations to respond to threats in a more timely and effective manner.

Despite the many benefits of AI in cybersecurity, it is important to recognize that AI is not a silver bullet and is not a substitute for a strong cybersecurity program. A comprehensive cybersecurity strategy should incorporate AI as part of a layered approach, which includes other security measures such as firewalls, encryption, and user education.

Overall, AI has become an indispensable tool in the fight against cyber threats and will continue to play a critical role in keeping organizations and individuals safe from cyber attacks in the years to come.

# Literature review

Introduction:

Protecting sensitive information and assets is a critical issue for individuals, businesses, and governments. With the rise of cyber threats and data breaches, the need for effective security measures has never been more urgent. Artificial intelligence (AI) is a powerful technology that is being increasingly used in the field of cybersecurity to protect sensitive information and assets. This literature review aims to provide an overview of the current research on the use of AI for protecting sensitive information and assets.

Current Research:

One area of research in AI for cybersecurity is the use of machine learning (ML) algorithms to detect and prevent cyber attacks. ML algorithms can analyze large amounts of data to identify patterns and anomalies, which can be used to detect potential threats. Researchers have explored various ML techniques, including supervised, unsupervised, and semi-supervised learning, to develop effective cyber defense systems.

Another area of research in AI for cybersecurity is the use of natural language processing (NLP) to analyze text-based data, such as emails and chat logs, for potential security threats. NLP algorithms can analyze the content of messages to identify suspicious language patterns or detect signs of phishing attempts.

Furthermore, researchers have explored the use of AI-powered intrusion detection systems (IDS) to monitor network traffic and identify potential attacks. These systems use ML algorithms to learn normal network behavior and identify any deviations from the norm that could indicate an attack.

Another area of research is the use of AI to protect physical assets, such as buildings and vehicles. AI-powered security systems can use video and audio sensors to monitor for potential security breaches and alert security personnel in real-time.

Lastly, researchers have also explored the use of AI to protect sensitive data stored in the cloud. AI algorithms can analyze cloud activity to detect potential security breaches or suspicious activity, allowing for quick response and remediation.

Conclusion:

In conclusion, AI is a powerful tool that is being increasingly used in the field of cybersecurity to protect sensitive information and assets. Researchers have explored various AI techniques, including ML, NLP, IDS, and physical security systems, to develop effective cyber defense systems. As cyber threats continue to evolve, the use of AI in cybersecurity will become even more important to protect against potential attacks.