

## PHOTO SHARING IN ONLINE SHARING SITES IN TRUST BASED PRIVACY

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### ABSTRACT

Privacy has become a serious problem with the increasing volume of images users share through social sites, as demonstrated by a recent wave where users share their personal information. In light of those incidents, the necessity of tools to assist users to control access to their shared content is clear. Toward addressing this need, this project proposes an Adaptive Privacy Policy Prediction (A3P) system to assist users compose privacy settings for his or her images. This project examines the role of social context, image content, and metadata as possible indicators of users' privacy preferences. This work proposes a two-level framework which consistent with the user's available history on the location that, determines the simplest available privacy policy for the user's images being uploaded. This project relies on a picture classification framework for image categories that can be related to similar policies to automatically generate a policy using a policy prediction algorithm. The generated policies follow the evolution of users' privacy attitudes. This project provides the results over different policies, which demonstrate the effectiveness and prediction accuracies.

**Keywords:** Privacy, online social sites, picture classification, two level frameworks, Accuracy, privacy setting

### 1. INTRODUCTION

Images are now one among the key enables of users' connectivity. The sharing can be done through the already created group of known people or social circles and the sharing can also be done outside of the social circle [2] for the purpose of social discovery. However, rich images may reveal content-sensitive information. Consider a photograph of a student's 2017 graduation ceremony, for instance. It could be shared within a Google+ circle or Flickr group, but may unnecessarily expose the student's family members and other friends. The privacy disclosure and privacy violation problems happened due to sharing images in the online content sharing website [5]. Further, the nature of online social media makes it possible for other users to gather aggregated information [1] about the owner of the published content. The aggregated information may result in unexpected exposure of one's social environment and cause abuse of one's personal information.

The privacy preferences can be entered by users; this is allowed in most content sharing websites [9]. Unfortunately, recent studies have shown that users struggle to line up and maintain such privacy

