

# **PRIVACY PRESERVING DATA MINING BY NEW “TWO PHASE SVD MATRIX FACTORIZATION MODEL”**

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## **ABSTRACT**

In recent years, privacy- preserving data mining has been studied extensively, because of the wide proliferation of sensitive information on the Internet. In particular, recent advances in the data-mining field have lead to increased concerns about privacy.

While the topic of privacy has been traditionally studied in the context of cryptography and information hiding, recent emphasis on data mining has lead to renewed interest in the field. A number of algorithmic techniques have been designed for privacy-preserving data mining. I have proposed new model Two-Phase SVD Matrix Factorization Model, which provides different level of privacy.

**KEYWORDS:** Privacy Preserving, Data Mining, SVD, Matrix Factorization