

SECURING PUBLISHED DATA IN CLOUD USING DATA INCOGNITO

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ABSTRACT

Cloud computing is the current hotspot term in the Information Technology (IT) field due to its several profit-hitting factors like unlimited storage capacity, recovery, backups, low cost, quick improvement in business, and many more. A cloud infrastructure helps small scale industries to grow up and scale up their solutions on a large scale to earn a high income on investments. A Cloud Service Provider (CSP) provides all the services needed by a customer at their end on a pay-as-you go basis. In spite of all these valuable benefits, cloud lacks the security and privacy concerns regarding the published data in the cloud. There has been a lot of research to protect security and privacy of the published data. Generalization and bucketization are some of the techniques for data security and privacy in cloud. But according to a research survey it has been found that both these methods have some limitations. In both of these methods, a certain amount of data is lost, mainly multi-dimensional data. In this paper we propose a scheme called Data Incognito which helps to improve the security and privacy of published data in cloud.

KEYWORDS: Cloud Computing, Data Security and Privacy, Data Incognito, Micro-Data, Incognito Techniques, Privacy Threats