

Big Data & Privacy

Privacy Enhancing Technologies in the Big Data Era

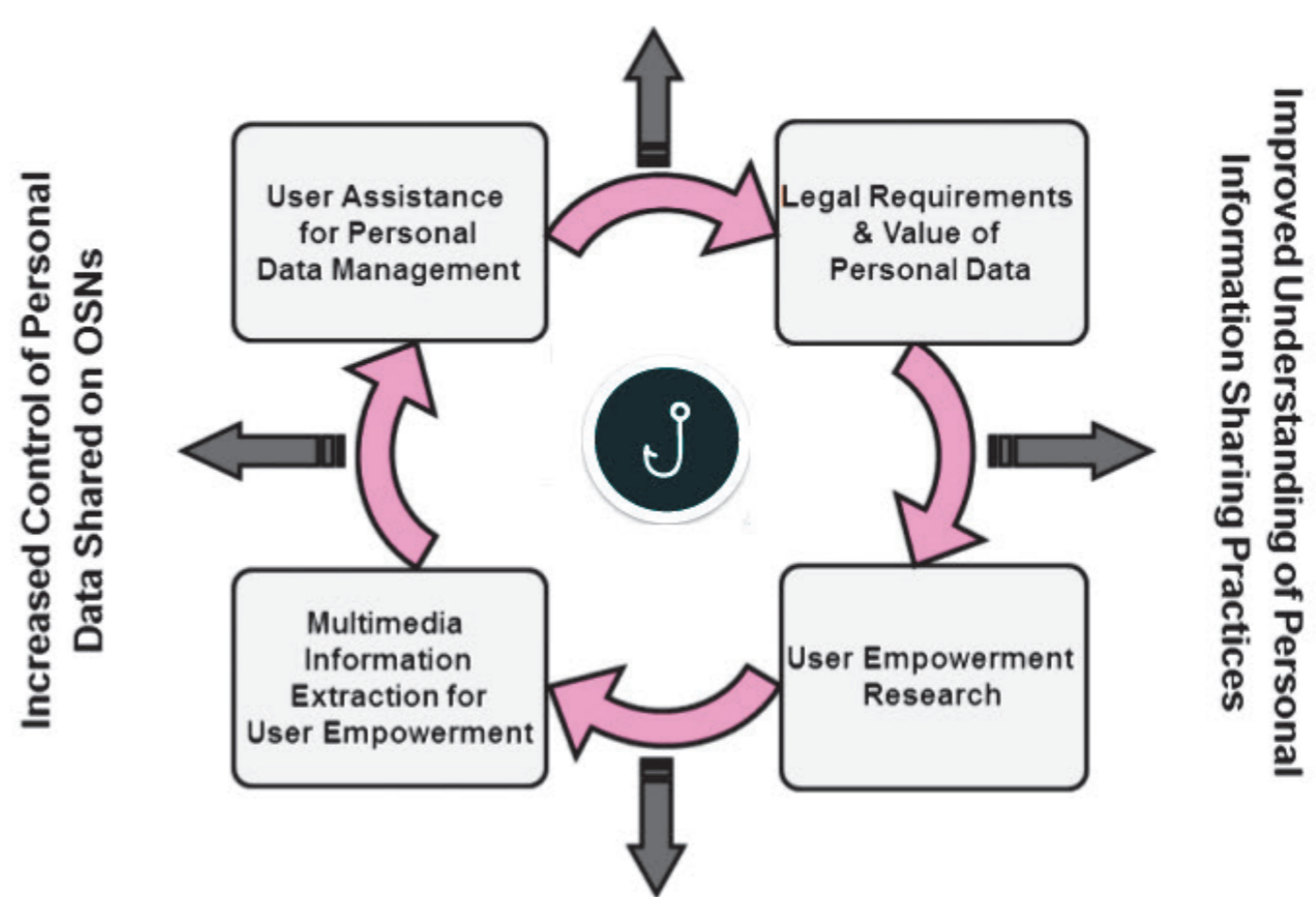
Personal data sharing is a complex and pervasive process that is still not well understood.

Users and companies are often unaware of the opportunities and risks related to personal data sharing.

The massive amount of data generated online or through IoT devices comes with novel privacy concerns that need to be addressed.

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Innovation

Real-time and long term privacy management:

- Online analysis of volunteered, observed and inferred data.
- Customized visualization of privacy exposure status.
- Means for controlling the level of disclosed information.

Privacy focused multimedia content mining:

- Identification of sensitive content in images.
- Logo recognition.
- Topic detection from textual sources.
- Location detection from text and images.

Perspectives

- Shift to enterprise data and forthcoming IoT devices.
- Address both personal data usage and commercial exploitation concerns.