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Privacy Issues in Big Data and Privacy-preserving Data Mining

Abstract

The utilization of big-data is expected to broadly contribute to the innovative services and business models with accurate model of our behaviors. Personal data is considered to be highly values here and hence we have many issues in privacy. This talk introduces a couple of incidents related to personal data in big data business and clarify the risk of re-identification of individual from anonymized data. Current Personal Information Protection Act restricts the exchange of personal data among companies. There is no clear standard to specify procedure for reduction of risk of identification. To address the privacy issues in big data application, the notion of privacy-preserving data mining has been studied well. In this talk, the fundamental principle and some applications of privacy-preserving data mining are introduced.