

Temporal and Spatial Clocking Based Location Related Privacy in Geo Social Networks

C. Nalini*
Professor,
Department of Computer Science
Bharath Institute of science and
Technology
Chennai, India

Ayyappan. G
Assistant Professor,
Department of Computer Application
Bharath Institute of science and
Technology
Chennai, India

F.Faziyudeen
M.Tech Student
Department of Computer Science
Bharath Institute of science and
Technology
Chennai, India

ABSTRACT -:As we know now a day's Social Networking sites are playing major role in personal as well as business life. As the social networking sites are connecting B2B, B2C and C2C (i.e. Business to Business, Business to Customer and Customer to Customer) they are becoming part of each and every individual life. As per the recent survey done by the Times of India and New York Times almost 60% of the people using the social networking sites to interact with their friends and to make new friends. But they are not thinking about privacy issues which they are facing because of these social networking sites. In this paper we are going to present how to overcome the problem of Location related privacy in social networking sites. Though it is a very small issue in the aspect of discussion but it is creating huge disturbance in the lives of so many people. Here in this paper we are going to discuss the techniques how to overcome the problem of Location related privacy in social networking sites using methods of Temporal and Spatial Clocking. And also the different social networking sites and their available features up to which extent they can provide security to the user. So this paper clearly explains how to protect our location details from the other users by means of temporal and spatial cloaking.

Keywords— GEO, privacy threats, social network, temporal and spatial cloaking

I. INTRODUCTION

Geo-social networks (GeoSNs) provide context-aware services that help associate location with users and content. The proliferation of Geo SN syndicates that they're rapidly attracting users. Geo SNs currently offer different types of services, including photo sharing, friend tracking, and check-ins. However, this ability to reveal users' locations causes new privacy threats, which in turn call for new privacy-protection methods? The authors study four privacy aspects central to these social networks location, absence, co-location, and identity privacy and describe possible means of protecting privacy in these circumstances. Online social networks increasingly enable users to publish eo-located content in real time. Many existing services are designed specifically to enable this functionality, and other services are increasingly assimilating it. Prominent examples include Face book, Foursquare, witter, Google Latitude, Flickr, Gowalla, Loopt, and My Town. We call such services geo-social networks (GeoSNs): they combine real-time location-reporting capabilities with traditional social network functionality. Location-aware capability in social networks enables new possibilities, such as —check-ins, where users register their arrival at a location online. A business might offer discounts to those who check-in at its location, for example, thus attracting more customers. In addition to benefiting from such discounts, users can identify popular places, then leverage their social networks for enriched functionality. For instance, a recommendation service that uses check-ins to show currently popular places in town can highlight those that are popular among a user's friends. However, with this functionality comes increased potential for privacy violations. In this article, we discuss aspects of user privacy that are potentially At risk and examine possible solutions

II.STRUCTURE OF GEO SOCIAL NETWORKS

The below figure depicts the main concepts inherent to GeoSNs, including their relationships. A user is an individual who subscribes to a GeoSN. Users can establish online relationships with other users, and the GeoSN in turn uses such relationships to enrich the services provided. Users establish relationships Geo-social networks (GeoSNs) provide context-aware services that help associate location with users and content. The proliferation of GeoSN syndicates that they're rapidly attracting users. GeoSNs currently offer different types of services, including photo sharing, friend tracking, and —check-ins. However, this ability to reveal users' locations causes new privacy threats, which in turn call for new privacy-protection methods. The authors study four privacy aspects central to these social networks — location, absence, co-location, and identity privacy — and describe possible means of protecting privacy in these circumstances.

As A Way To Capture Real-Life Relations (Family, Co-Worker, Friend, And So On) Or Indicate Affinities Or Common Interests; They Can Be Symmetric (As With *Friendship* In Facebook) Or Asymmetric (Such As *Following On* Twitter).A Geosn Often Lets Its Users Share User Generated Content With All Or Some Fellow Users. This Content Might Be Associated With A Location, Called *Geo Tagging*, And With Users, Called *User Tagging*. For Instance, A User Can Tag A Photo Uploaded To Picasa With The People Who Appear In It. The Service Will Automatically Extract

The Photo's Geographical Coordinates From The File's Exchangeable Image File Format Metadata, If Present. A Geosn Locates A User Via A Location Update, Which Takes Two Forms: With Some Services, Users Can Update Their Locations Only At Certain, Predefined Places (Check-Ins). Other Services Can Continuously Or Periodically Track Users, Typically Via Gps Or A Service That Exploits The Communication Infrastructure For Positioning. Geosns Can Associate Both Content And Users With Locations And Vice Versa. Most Geosns Are Location-Centric In The Sense That They Enable Convenient Content Retrieval According To Location. Thus, Flickr Shows Photos On A Map, And Facebook Places Discloses Users Who Are Currently In A Particular Location.

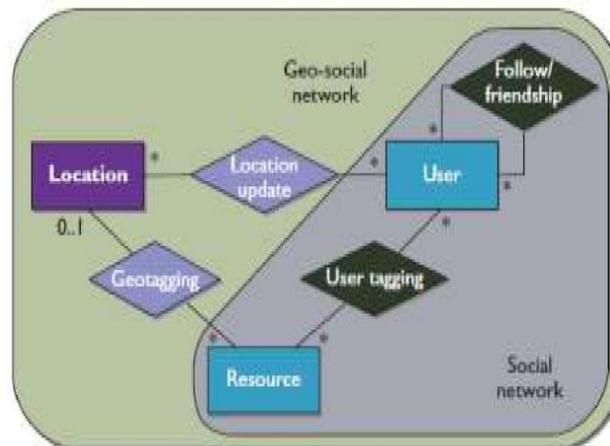


Figure: 1 Geo-social network (GeoSN) concepts. GeoSNs enrich Traditional social networks with location capabilities.

III. PRIVACY THREATS IN GEOSNS

Privacy advocates frequently warn us about The dangers of exposing location information. Researchers have extensively studied the problem of protecting privacy in location based services (LBSs), where the service delivered depends on the user's location. GeoSNs face additional challenges. In particular, they let users post their locations in the form of a location update or a geo tagged resource, soother users can access it. The dissemination of location information among users can be a concern. In addition, user tagging could allow GeoSN participants to report location information about other individuals who have little or no control over the published data. A privacy threat occurs when an adversary can associate a user's identity with information that the user considers sensitive. GeoSNs expose users to several privacy threats due to the release of spatiotemporal information. As in LBSs in general, two major categories of threats exist: the release of sensitive location information and re-identification through location. WE NEXT FOCUS ON THREE PRIVACY NOTIONS THAT MIGHT ARISE IN GEOSNS: LOCATION, ABSENCE, AND CO-LOCATION PRIVACY. WE ALSO

Further examine the identity privacy threat.

III. (i) Location Privacy

Revealing their exact location to others is a common concern among GeoSN users. Indeed, being able to associate a user's identity with a location at a given time can reveal sensitive information such as health problems, affiliations, and habits. Consequently, obfuscating allocation that an adversary can access is necessary so that the resulting location is no longer sensitive according to the user. We've mentioned that some GeoSNs allow users to specify a generalized location (such as a city) rather than an exact location. However, in GeoSNs, this mechanism can be insufficient to guarantee that the exact location remains hidden from adversaries.

Example1. Alice and Bob visit a pub. Alice updates her GeoSN status, writing —having a beer with Bob and tagging the post with 10:05 p.m., Manhattan. A bit later, Bob sees his friend Charlie and invites him to join them. Charlie then updates his status, writing —just met Bob at a pub! and tagging the post with 10:10 p.m., 24 West 35th Street. A user with access to both posts (for instance, a friend of Bob's) can infer that Alice is at a pub with Charlie and determine the pub's exact address, although Alice used a coarser location in her post. Reporting a generalized location instead of the exact one is an intuitive way of offering users privacy. However, the example shows how near-simultaneous posts tagged with overlapping sets of users can restrict the possible locations associated with those users. An appropriate privacy-preserving mechanism should guarantee that user preferences are always satisfied, considering the information that an adversary can obtain from a GeoSN.

III. (ii) Absence Privacy

Publishing a user's location can let an adversary infer that the user isn't at a certain place at given time, as Example shows. **Example .** Bob works in Manhattan until 5 p.m. One day he leaves early to meet Charlie in Central Park. Charlie updates his GeoSN status, writing —chilling in the park with Bob. If Bob's manager sees the update, he can infer that Bob was absent from the office during work hours.

III.(iii) Co-Location Privacy

In most GeoSNs, an adversary might be able to observe multiple users' presence in the same place; some users consider such co-location to be sensitive.

Example: Alice and Bob meet in a bar, and they don't want to reveal that they've met. While they're there, Alice sees her friend Charlie, who decides to send a geo-located status update saying that he just met Alice. Later, Bob sees his friend Dan, who also updates his status, saying that he saw Bob in the bar. A person with access to Charlie's and Dan's profiles (for instance, Bob's jealous wife), can deduce that Alice and Bob are probably in the same bar. Disclosing this information to an adversary constitutes a co-location privacy violation. This threat also applies to traditional LBSs. Intuitively, the location information an adversary can obtain by observing multiple users might reveal sensitive information about the relationship among those users. In GeoSNs, user tagging might enable others to discover such relationships even without directly observing the users involved: in the example, having access to Charlie's and Dan's profiles is enough to violate Alice's and Bob's privacy. None of the GeoSNs we analyzed supports co-location privacy, and specifying privacy preferences related to co-location can be challenging. A basic preference should state those people a user doesn't want to be co-located with, and it might possibly include locations or time periods for which the preference should apply. Additional aspects that might be important include other users' presence at the same location and the frequency of co-location events. For example, if Alice and Bob attend the same event together with many other users (or with Bob's wife), Alice might not consider their co-location to be sensitive; the same might hold true if the co-location only happen sporadically.

III.(iv) Identity Privacy

Some GeoSNs, such as proximity-based dating services and location-based social gaming, let users employ pseudonyms instead of real names, which hides their real identities. Maintaining user anonymity is particularly important for certain services, as Example illustrates.

Example: Bob is using an anonymous location-based dating service, and he's concerned about others discovering it. One night, Bob tells his wife that he's working late and accesses the dating service from his office. Bob's wife, who is suspicious, accesses the same service and looks for people located at Bob's workplace. If Bob's wife knows that Bob is the only one present at the office at that moment, she can deduce that he's using the service — hence violating Bob's privacy. To avoid user re-identification, some proposals offer anonymity by extending the principle of k -anonymity to the geo-spatial setting, which we discuss in further detail in the next section.

IV. Preserving Privacy In Geosns

We've seen that publishing geo tagged and user tagged information in GeoSNs enables new attacks. Consequently, existing techniques for traditional LBSs need to be reengineered to enable privacy in GeoSNs

V. Existing Techniques For Lbss

Several techniques aim to address location related privacy threats as they occur in traditional LBSs. We can classify 9 techniques for protection against the release of sensitive location information as *query enlargement*,¹⁰ *fakelocations*,⁴ *regressive retrieval*,⁸ and *encryption based techniques*.⁷ Techniques for protection against re-identification through location alter a reported user location so that it can be associated with at least k users (the principle of k -anonymity).^{2,3,5} In LBSs, we generally apply these techniques to location-based content retrieval, while, in the following, we focus on techniques that we can adapt to support the publication of location information in GeoSNs. For most GeoSNs, fake location publication isn't an option because it would make the associated resources useless; hence, query enlargement and encryption are the most promising techniques. Query enlargement techniques can employ to reveal that he or she was in a particular place at a certain time. The service can eliminate the threat by generalizing the temporal information to a larger interval, such as an entire day. Finally, encryption-based techniques encrypt the location information (or all the information being exchanged). Recent proposals use private information retrieval (PIR) techniques to allow a service provider to answer a service request without revealing to anybody, including itself, the location data in the request.⁷ Other proposals use multiparty secure computations to provide location privacy in proximity services.¹⁰ Techniques differ in the encryption functions and protocols used, and consequently in their costs. Using encryption can introduce additional system costs and might reduce the data's utility to service providers. For example, it might be difficult with current proposals to support location-based queries over encrypted data in a scalable manner.

VI. Existing Geosn Features

GeoSNs' features and fundamental purpose might render existing techniques applicable only to limited degrees. Let's examine how such in the GeoSN setting.

VI.(i). Exact Location Required

Some GeoSNs require using exact locations. Examples include checking-based services, social navigation services, and user reviews. Offering location privacy in such services via spatial cloaking is problematic because the generalized locations either still identify the places to be hidden (if a finite set of possible places exists) or will compromise the services' utility. Such services can also use encryption so that only trusted recipients can decrypt the location information. On the other hand, in services that don't require using exact locations — such as micro blogging, photo

sharing, or proximity-notification services spatial cloaking is applicable.

VI.(ii). Real-Time Publication

Some services' utility depends on publishing information in real time because it's inherent to the services' purpose. Examples of strict real-time requirements include dating and proximity services, micro blogging, and social navigation services. Such services must apply temporal cloaking sparingly to preserve real-time functionality. In contrast, other GeoSNs, such as user review and photo-sharing services, can tolerate some temporal uncertainty without it substantially affecting the quality of service.

VI.(iii) User Tagging

The examples we presented highlight how an adversary can violate users' privacy by analyzing and linking resources others have published. GeoSNs generally afford their users little support for setting privacy preferences with regard to information other users upload about them. Regardless of the strategy adopted to achieve privacy, when content is tagged with multiple users (for example, a photo tagged with everyone who appears in it), the content should be altered so that all tagged users' privacy requirements are satisfied, meaning that an adversary can't violate privacy by observing multiple published resources. Removing a user tag can also be effective when it isn't possible for an adversary to identify that user from the content.

VI.(iv) User Identity

Some GeoSNs allow pseudonyms or even anonymous use instead of real identities. A user participating in a GeoSN anonymously or through a pseudonym should be concerned about re-identification. The actual risk of re-identification through location depends on the external information that an adversary can acquire to match the anonymous users in that location at a given time with their identities. Spatial cloaking^{2,5} can mitigate this risk, transforming the exact user location into a spatial region that contains k other users, so that an adversary wouldn't be able to associate their request (or content) with a specific user among those k candidates. PIR techniques are also effective against this threat.

Table 1. Features of existing services.

	Multiple user tagging/check-in	Exact location required	Real-time publication	User identity*
Facebook Places	✓	✓		R
Foursquare		✓		P
Twitter			✓	P
Google Latitude			✓	R
Gowalla		✓		P
MyTown		✓		P
SCVNGR	✓	✓		P
Whrrl		✓	✓	P
MashMo!		✓	✓	P
Flickr	✓			P
Picasa	✓			P
Brightkite				P
Google Buzz			✓	R
Yelp		✓		A
Type		✓		P
Grindr			✓	P
Loopt			✓	R
Gharga		✓		P
Geocaching		✓		P
Waze		✓	✓	A
Trapster		✓	✓	A

*R = real, P = pseudonymous, A = anonymous

VII.Applicability To Existing Geosns

The above table gives an overview of popular commercial GeoSNs and their relation to the features described in the previous section. In some GeoSNs, either the temporal or the spatial dimension is less crucial and thus can be generalized if a privacy concern exists. For instance, Twitter doesn't require that users publish an exact location — rather, they can omit the retag or generalize it to a coarser location (such as a neighbourhood or city). In contrast, a tweet's utility generally relies heavily on its publication in real time. Review services such as Yelp or Type require using an exact location, but reviews need not be published instantly — also, these services let users employ pseudonyms. In contrast, some services (for example, Whrrl and Waze) require both high spatial and temporal accuracy. According to our analysis, applying any cloaking techniques wouldn't be possible. For these services, encryption is instead a potentially effective solution. Pseudonymous or anonymous use is also possible intense services. To avoid re-identification, anonymization strategies not based on cloaking (such as cooperating with nearby devices to proxy a request so that the

issuer stays anonymous) are applicable. Even when GeoSNs don't strictly require exact locations and times, maintaining a certain degree of accuracy might be important to overall quality of service. For example, if a location reported to Google Latitude is too large (as with a country), other users could perceive this information as irrelevant. Analogously, statistics on Facebook Places about current users located in a certain place are affected if check-ins are delayed due to temporal cloaking.

VIII. Emerging Techniques And Challenges

GeoSNs call for new approaches to privacy preservation, and efforts in this direction are emerging. A recent study proposes two solutions based on spatial and temporal cloaking to preserve location and absence privacy in GeoSNs that support user tagging.¹¹ These solutions use reasoning on the distance and time between resources, user tags, and geo-tags to detect resources that can cause privacy violations like the ones Examples 1 and 3 illustrate. This approach achieves location privacy by using *minimum uncertainty regions*.¹⁰ For absence privacy, the privacy preferences users express are called *absence privacy regions* (APRs). The significance of an APR for a user that no information must be disclosed that makes it possible for an adversary to exclude any location in the APR as the user's possible current location. The proposed technique determines publication delay for each submitted resource, after which it's safe to publish. Many open problems remain. Here, we briefly illustrate key challenges.

IX. Threat Formalization

The formalization of the privacy threats described previously in a GeoSN setting is still an open task. It should start from a solid definition of what users can express as privacy preferences. Although researchers have conducted some initial work for specific combinations of privacy threats and service categories (such as location privacy in proximity services^{6,10} or location and absence privacy in GeoSNs with user tagging¹¹), a need still exists for a more expressive formal model that's applicable to all of the scenarios we address. For the absence privacy threat, recent work¹¹ targets only absence at the current time (Example 3). An important extension is the generalization to a time interval, as Example 2 presents. Preferences of this type could take the form —Don't exclude that I am in the office during working hours. The problem of co-location privacy, which we believe hasn't been investigated, is particularly challenging. For instance, a possible co-location privacy preference for Alice in Example 4 could be —Don't reveal my co-location with Bob in less than 50 meters and during the evenings, unless Bob's wife is there as well.

X. Technique Design

Some GeoSNs have requirements that current privacy-preservation techniques fail to address, so researchers are encouraged to devise new methods for detecting privacy violations and providing protection. A possibility for protecting co-location privacy is to apply cloaking to one or more of these reported locations so that co-location involves sufficiently many people, and the generalized locations can't be viewed as close with enough confidence. For instance, Alice's co-location privacy preference just described might be satisfied if she reports a large location (or time interval) so that no one can conclude that she and Bob are together. As for absence privacy, we can apply both spatial and temporal cloaking: spatial cloaking can ensure that the sensitive location is a possible user location, whereas temporal cloaking can introduce uncertainty about the publication time. Recall the absence privacy preference from the previous section: if a resource Alice posts is generalized to the entire day or to a region that contains Alice's workplace, we can't exclude that Alice has been at work.

XI. Managing Historical Data

Given that GeoSNs have emerged only recently, the importance of aspects related to historical geo-referenced data that service providers and users continuously acquire hasn't been fully recognized. Historical data can enable very interesting services — for example, tracing when two users happened to be in the same place or attended the same event in the past to help predict future user locations. However, such data can also expose users to new threats; inferences on historical location data, for instance, can lead to loss of anonymity. Several sites and mainstream articles are alerting users about the risks of over sharing in GeoSNs without appropriate privacy controls. Indeed, users are, in many cases, unaware that they're publishing location information, as when they upload a picture from a smart phone that automatically geo tags photos. The lack of privacy controls in GeoSNs makes it difficult for users to understand the risks and take appropriate action to protect their privacy. In order to address this problem, we must fully understand the privacy issues involved in participating in GeoSNs. We hope that by explaining the setting and identifying technical challenges, our work will increase awareness and stimulate further research.

CONCLUSIONS

In this paper we have shown that how to provide location based security for social networking sites and also what are all the existing privacy issues and how to overcome the existing issues as well as how to design a system that will also act on the upcoming issues of location related privacy in social networking sites. Before these techniques there are so many techniques to provide privacy in GeoSN but these techniques based on Temporal and Spatial cloaking made a major change in the social networking sites. This project carries out the stochastic model of improving the privacy in social networking sites and also improving the performance of the sites by means of security. This particular project is under consideration and so many social networking sites like Facebook, Twitter, Orkut and Google Plus etc are eagerly waiting

to implement this particular project in their sites. In future we may extend this project to the different sites we are facing the problem of location related privacy. And also this particular system will give better future for the mobile based application which is dealing with the location. This suggests a principled road map for future research in location related privacy both in regular sites and social networking sites as well.

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