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## IMR based Anonymization for Privacy Preservation in Data Mining



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RESEARCH-ARTICLE **IMR based Anonymization for Privacy Preservation in Data Mining**

G. Arumugam, V. Jane Varamani Sulekha

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Privacy Preserving Data Mining (PPDM) is a data mining research area that aims to protect individual's personal information from unsolicited or unauthorized disclosure. Privacy relates to personal information that a person would not wish others to know ...

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## IMR based Anonymization for Privacy Preservation in Data Mining

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### ABSTRACT

Privacy Preserving Data Mining (PPDM) is a data mining research area that aims to protect individual's personal information from unsolicited or unauthorized disclosure. Privacy relates to personal information that a person would not wish others to know without authorization, and to a person's right to be free from the attention of others (UN Declaration of Human Rights, 1948). Advances in computer technology, social networking sites, communications and improvement in hardware technologies have made it possible to collect and store huge amounts of data in digital form. This results in the increasing ability to collect large amounts of personal information. However the collection and sharing of data have also raised a number of ethical issues. Such issues include privacy, data security, and

### Keywords

Privacy Preservation; Privacy; Security; Data Mining; Anonymization; PPDM.

### 1. INTRODUCTION

Data mining and knowledge discovery in databases are two new research areas that explore the automatic or the convenient extraction of formerly unknown and potentially useful information from huge amounts of data. Recent advances in data collection, data distribution and related technologies have initiated a new era of research where existing data mining algorithms should be reevaluated from a different point of view, the privacy preservation. Different communication channels via internet