

**DESIGN OF SEARCH LOG UNDER PRIVACY GUARANTEE****E.Preeti¹, Kalyani Singapaka²**

¹M.Tech Student, Dept of CSE, Anurag Group of Institutions (formerly CVSR College of Engineering),
Hyderabad, T.S, India

²Associate Professor, Dept of CSE, Anurag Group of Institutions (formerly CVSR College of Engineering),
Hyderabad, T.S, India

ABSTRACT:

Here the companies based on the search engine behind the intention of the collection oriented database under the queries of the search based user depending on the history are a major concern. Here the logs related to the search oriented strategy under the research of the mining based gold respectively. Here the companies well oriented in terms of the search engine based strategy under which information based on the sensitivity of the disclosure has not been done under the logs of the search based publishing plays a crucial role respectively. In this paper a new technique is proposed under which there is an implementation by the help of the powerful mechanism which is related on the basis of the algorithm based analysis point of view for the publishing of the data under the well effective scenario of the key word based strategy is a major concern related to the log of the search based click respectively. Initially there is a variant based achievement under which it is related to the well effective strategy of the anonymity of the k based scenario where it is accurately related to the prone of the attack based vulnerable activity is a major concern respectively. Here the demonstration takes place under the well effective scenario of the representation of the powerful strategy where there is an ensured strong guarantee under the effect of the vulnerable anonymity of the k based variables under the privacy of the e differential strategy where the problem based utilization is not provided in the system respectively. Here an algorithm is proposed on the basis of the zealous phenomena plays a crucial role in its applicability under the achievement of the relativity of the parameter

under the privacy of the probabilistic based approach in a well efficient manner respectively. Under the perfect mechanism of the zealous strategy where there is a distinguish ability achievement by the proper implementation of the korolova and followed by the well effective strategy of the parameters of the zealous plays a crucial role in nits application point of view respectively. Here for the publishing of the log search under the environment of the k anonymity is a major concern in its implementation strategy under the mechanism of the zealous is a major role respectively. Experiments have been conducted on the present method where there is a lot of analysis takes place on the system where the test bed is conducted with respect to the large number of the data sets in a well effective manner and the analysis of the system plays a crucial role in terms of the improvement in the performance followed by the outcome of the entire system in a well stipulated fashion respectively.

KEYWORDS: *Strategy of zealous, Attacks prone system, Data integration, Data security, Protection of the data, Management database, data retrieval and information systems and technology respectively.*

1. INTRODUCTION:

There is a rapid advancement take place in the system in terms of the lot of improvement take place in the system and plays a crucial role towards the development of the mechanism is a major concern respectively. Privacy of the society against the attacks of the phones based environment under the well-designed aspect of the civilization plays a crucial role in its application point of view respectively [1][2]. There is a huge concern foot he privacy of the system for their own data storage and

plays a crucial role and it is one of the important aspect I terms of the development based aspect under which the performance is interrelated to it in a well effective manner respectively. Under the purpose of the navigation based aspect the engines stream well designed for the purpose of the search based aspect due to which it plays a crucial role for the well effective retrieval of the data is a major concern. Today there is a lot of advancement take place in the system I terms of the improvement in the system based strategy in terms of the performance is a major concern under the evaluation is

taken place by the following accurate retrieval of the data is a major concern [3][4].

BLOCK DIAGRAM

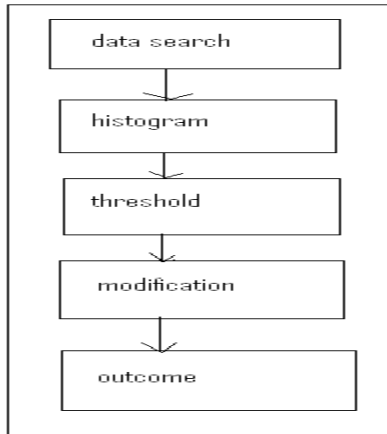


Fig 1: Shows the block diagram of the present method respectively

2. METHODOLOGY;

Here the implementation of the present method is shown by the above figure in the form of the block diagram and is explained in a summarized fashion that is design of the system under which the implementation takes place of the form of the one module after another is a major concern [5][6]. Here the present method is implemented in a well effective manner under which it completely overcome the draw backs of the several previous methods in a well effective manner respectively. Here

the system is designed on the well effective strategy of the powerful mechanism of the zealous algorithm under which there is a n accurate retrieval of the data based on the Unser oriented information based aspect under the constraints of the navigation is a major concern towards the system [7][8]. Here in this advancement in the technology the data we are receiving by the help of the point click operation due to which there is an effective matching of the data from the database followed by the query of the information and there is a proper correlation is maintained among them and pays a crucial role for the effective retrieval of the data. Here we finally conclude that the present method is effective and efficient tin terms of the improvement in the performance followed by the outcome of the entire system in a well oriented fashion respectively. Here some of the browsers are also providing this sought of the services under which the retrieval of the data based on the user oriented information under which there are some of the browsers includes the scenario of the google, bingo and yahoo in a well oriented fashion respectively [9][10]. Here the sequential representation of the scheme of the system is included as the strategy of the

(ID of the user, time, click, query)

etc., Here the complete information is covered under this particular well effective scenario is a major concern respectively. There is a brief description of the system based aspect under which there is an explanation for the above formula based aspect and includes as user based identification, keyword based query oriented search strategy under the list oriented well effective URL of the click strategy followed by the scenario of the determination of the ID is a major concern respectively.

3. EXPECTED RESULTS:

A comparative analysis is made between the present method to that of the several previous methods and is shown by the above figure in the form of the graphical representation where the comparison is made in terms of the analysis and the performance based perspective between the presentproposed method followed by the several previous conventional methods in a well efficient manner respectively. Here the implementation of the system by the proper design of the powerful mechanism under which there is a chance of the retrieval of the data under the basis of the log based search system due to which there is an

effective scenarios under the application point of view respectively. Here under the scenario of the design of the system related to the proper constraints where there is an efficient is maintained followed by the well effective design oriented parameters of the mechanism o the zealous based strategy is a major concern respectively. Here after the retrieval of the data based on the search based operations related to the click oriented point operation under which then after there is a necessity of the ranking of the information where there is a proper maintenance of the correlation among the user splays a crucial role respectively.

4. CONCLUSION:

In this paper a new technique is proposed under the mechanism of the power strategy under which there is an implementation of the zealous based algorithm is taken into the consideration where search oriented strategy and followed by the proper maintenance of the privacy among the sewers under the varied users is a major concern. Here the system is implemented under the database system where there is a perfect retrieval of the data query oriented search of the information

under the well-designed aspect of the keyword based search respectively.

REFERENCES

- [1] A. Blum, K. Ligett, and A. Roth, "A Learning Theory Approach to Non-Interactive Database Privacy," Proc. 40th Ann. ACM Symp. Theory of Computing (STOC), pp. 609-618, 2008.
- [2] J. Brickell and V. Shmatikov, "The Cost of Privacy: Destruction of Data-Mining Utility in Anonymized Data Publishing," Proc. 14th ACM SIGKDD Int'l Conf. Knowledge Discovery and Data Mining (KDD), 2008.
- [3] S. Chakrabarti, R. Khanna, U. Sawant, and C. Bhattacharyya, "Structured Learning for Non-Smooth Ranking Losses," Proc. ACM SIGKDD Int'l Conf. Knowledge Discovery and Data Mining (KDD), pp. 88-96, 2008.
- [4] C. Dwork, K. Kenthapadi, F. McSherry, I. Mironov, and M. Naor, "Our Data Ourselves: Privacy via Distributed Noise Generation," Proc. Ann. Int'l Conf. Theory and Applications of Cryptographic Techniques (EUROCRYPT), 2006.
- [5] C. Dwork, F. McSherry, K. Nissim, and A. Smith, "Calibrating Noise to Sensitivity in Private Data Analysis," Proc. Theory of Cryptography Conf. (TCC), 2006.
- [6] M. Goetz, A. Machanavajjhala, G. Wang, X. Xiao, and J. Gehrke, "Privacy in Search Logs," CoRR, abs/0904.0682v2, 2009.
- [7] J. Han and M. Kamber, Data Mining: Concepts and Techniques, first ed. Morgan Kaufmann, Sept. 2000.
- [8] Y. He and J.F. Naughton, "Anonymization of Set-Valued Data via Top-Down, Local Generalization," Proc. VLDB Endowment, vol. 2, no. 1, pp. 934-945, 2009.
- [9] Y. Hong, X. He, J. Vaidya, N. Adam, and V. Atluri, "Effective Anonymization of Query Logs," Proc. ACM Conf. Information and Knowledge Management (CIKM), 2009.
- [10] S. Prasad Kasiviswanathan, H.K. Lee, K. Nissim, S. Raskhodnikova, and A. Smith, "What Can We Learn Privately?" Proc. 49th Ann. IEEE Symp. Foundation of Computer Science (FOCS), pp. 531- 540, 2008.