

July 21-22

22-23

A Review on Data Confidentiality Issues of User's Information on Social Networks

Sandip A. Kahate, Ph.D Scholar, Research Centre, P.G. Computer Science Department, Sant Gadgebaba Amravati University, Amravati (M.S.), India

and

Dr. Atul D. Raut, Research Guide, Research Centre, P.G. Computer Science Department, Sant Gadgebaba Amravati University, Amravati (M.S.), India

Online social networking has become an integral component of human life. Many individuals, on the other hand, are unaware of the security and privacy concerns that come along with its use. As a result of social media sites like Facebook and Twitter, people's personal information, such as their date of birth and phone number, profile photos, etc. might be dangerously exposed. To get access to private information, such as a user's banking credentials or to launch a security attack, hackers first obtain the user's public information from their social media posts. Assaults or leaks of personal information might have a significant impact on their daily life.

In this day and age of cutting-edge technology, internet users must understand the risks of using social media websites like Facebook and Twitter. The current status of online social networks, their hazards, and possible solutions are examined in depth in this paper.

In this review paper, we are deliberately focuses on privacy and security challenges accompanying with OSNs illustrates some models of attack by the attackers and investigates some techniques used to secure a user's private information and prevent it from attackers while remaining privacy destruction mostly uninvolved. In the end, we are proposing a Blockchain-based framework for decentralised that provides advanced security and privacy to OSN users.

Keywords: Online Social Network, Confidentiality issues, Blockchain, Security, Machine Learning, Deep Learning.

1. INTRODUCTION

People are social beings, and communicating their thoughts and feelings is a vital part of their socialization. Today's world is tiny and time is limited, yet individuals still want to connect locally and worldwide with others who share their interests. There has been a rise in the use of online social networks (OSN) as a means of bringing people together from across the globe and beyond political borders. ¹ OSN is a website where anybody may post whatever they want to share with their "friends" or the general public for free. An OSN user's profile, often known as their online social identity, is how others in the community recognize them.

Andrew Weinrich's 1997 creation of SixDegree.com signalled the beginning of the online social networking age. When it started as a place to meet new people, the online social network has evolved into an advertising platform, a place to share multimedia material, and a way to connect the community. Currently, all of the most popular firms are using social media to market their products and operations.

In 2016, Statista issued research illustrating the tremendous rise in the amount of data created by social networks on the internet. Traditional social networks are also moving to online platforms to serve their users with more efficient and effective services elaborated by Rathore and Sharma [2017].

Most individuals use these tools to connect with loved ones and co-workers throughout the world. Over 70 % of businesses utilize OSN for marketing, according to research, but few know how to

¹<http://www.hp.com/in/en/software-solutions/network-incident-manager+network-management-software>