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RESEARCH ARTICLE



SUSTENTATION OF USER INFORMATION RETRIEVAL WITH PRIVATE GRID USING LOCATION BASED SERVICES

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Abstract ---With mobile phones becoming first-class citizens in the online world, the rich location data they bring to the table is set to revolutionize all aspects of online life including content delivery, recommendation systems, and advertising. It is argued that even if the user identity is not explicitly released to the service provider, the geo-localized history of user-requests can act as a quasi-identifier and may be used to access sensitive information about specific individuals. . This problem is defined as follows: (i) a user wants to query a database of location data, known as Points Of Interest (POIs), and does not want to reveal his/her location to the server due to privacy concerns; (ii) the owner of the location data, that is, the location server, does not want to simply distribute its data to all users.

Index Terms---Location based query, point of Interest, private query, Private information retrieval

Full Text: <http://www.ijcsmc.com/docs/papers/March2014/V3I3201499a96.pdf>