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‘BIG DATA’ PRIVACY CHALLENGE AND DATA PROTECTION: A GLOBAL CONCERN

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ABSTRACT

First section of the paper gives the brief about the Big Data and the traditional core privacy approaches and assumptions after that a critical analysis of these approaches are successful in meeting the challenges created by Big Data. in the next section describes the personal data services "PDS" and the extent it is able o cop-up with new business innovation, it application in new business strategy and to regulate the business and how it is help full in developing new business model with risk minimization.

KEYWORDS

big data, data protection, privacy challenges.

INTRODUCTION

What is Big Data?

Big data in general are the group of data set that are so big and complex that routine application software are not able to properly deal with features of database like capture, store and process. The big data analytics is mainly used to find out the behavior analysis data or the size of data is too big, by playing these a projections regarding the business trends can be spotted.

Big Data’ refers to a new modern method where organizations, mingles the electronic data base with the use of mathematics and statistics and then with the help of data mining, the information is extracted, and correlation is established in different variables, which results in surprising relation. In other way it helps in deriving the management strategy in a new way with the help of new data management technique and integration of old data.

As per the (www.sas.com) “**Big data** is a term that describes the large volume of **data** – both structured and unstructured – that inundates a business on a day-to-day basis. But it’s not the amount of **data** that’s important. It’s what organizations do with the **data** that matters.”

(www.webopedia.com) defines this another way “big Data is a phrase used to mean a massive volume of both structured and unstructured data that is so large it is difficult to process using traditional database and software techniques”

“Forbes magazine” also stated in its article “Big data is a collection of data from traditional and digital sources inside and outside your company that represents a source for ongoing discovery and analysis.”

Gartner an American research firm states this in a different way ““**Big data** is high volume, high velocity, and/or high variety information assets that require new forms of processing to enable enhanced decision making, insight discovery and process optimization.”

The big data can be classified by 4 V’s like: Variety, volume, velocity and value this can be described by the diagram.

FIGURE 1: CLASSIFICATION OF BIG DATA



- **Velocity:** it is the pace at which data is being fetched from data base, analyzed and acted in data analysis application based on the query and afterwards the result is declared, this can be only done with the proper understanding of the data available and the desired out put as per the requirement is stated, then the correlation is established between the goals and the interpretation. there are applications which requires the data in real time and action like in health services, ecommerce applications, mobile applications and internet of things.GPS based tr applications are the best example where the user need the help to resolve the query instantly and well in time. various startups like smart24x7 are using this services for fire, women safety and in case of any emergency services to traced out the velocity plays a vital role.
- **Volume.** The size of data should have a unique nature so that the processing can be faster. High volume of data requires high speed and low density. At this level or time now the Hadoop nature came in the picture, before the processing the data should be converted in useful information reason being the data

collected from social media it is very difficult to find out the useful information from data. The data from such sources of unknown value, the size could be varies in n perabyte, xetabyte or petabyte range.

- **Variety.** Types of data may be structured or unstructured or semi structured. This data types may be varies from normal as text, audio and video. Video and audio data needs extra processing to get information in a meaningful valued way can be supportable to metadata. Once the data is converted into desired form which can be understood this can be fulfill various requirement or different purpose, especially privacy purposed. when the things changes from un-structured to structured from a known source without the user notice at that point special care should be taken, that's why analytical environment should not be disturbed during this process.
- **Value.** Every Data contains some intrinsic value—which should be discovered by various techniques available in the market whether is quantitative or qualitative, therefore the by finding the exact value will decrease the cost of data storage and its computation, when the data volume is very high like in weather forecasting for various applications. The key issue in is value determination since human behavior changes very fast and the information received wart to human behavior is variable in nature.

OPPORTUNITY

The emergence of cloud concept brought various new features in Information technology services with new techniques for data storage basically it can be said that it a collection of group of resources combined through virtual concept and being served with business model like pay per resources like hardware, software and remotely located data centre, services are being made available on request through internet. Due to the location of these data centre is spread in various countries and even continent, the usage of resource management, tracking of resources which are being utilized is become very difficult here come the compliance with rules and regulations related to data handling as the rules in different country is different, even polices differ for multi tenancy, resource utilization, auditing security, privacy and use. These all should be fully understood and addressed and shared.

PRIVACY

The application and usage of big data provides a number of economic and social benefits at the same time it raises serious concern about privacy also. The basic privacy norms are related to 'personal data', of an individual only and they provide the information about a recognized person. These principals are restricted to data quality variables only. These quality variables can be applied in terms of data minimization, accuracy, completeness, transparency, security, secretes, completeness and transparency. Beside these the DPD ensure the free flow of Individual data within the norms for various measures. there is mainly few pit fall in the foundation or basic solitude matters or principles, this policy purely relied on the informed alternatives, these can be modified by anybody very easily, other one is the data minimization, as per the firms requirement the software's can be easily redesigned as per the need of concerns, the chances are low that data protection authorities used their arms to stop the redesigning the packages, processes used in business and hardware to such system secretly and lastly to keep pace with globalization because as per the technical advancement are happening very fast, the way individuals use the data, produce the data, create the data and share the data is very different and as per the web 2.0 application are increasing day by day the technical capabilities of is also changing at very fast pace. IOT application and mobile application, RFID, GPS application also bringing these privacy tools more specifically in various domains of big data in new shape and standard data measures is not applicable in such cases.

All these a requires a new set of Data rules for protection due to these technical advancement even though the first set of directives were framed, these were most influential privacy directives are from European Union known as DPD but in the current scenario the DPD lags in the issues like suspect, Profiling and, targeting of the consumer in various e means due to the dependency on informed choice working. There are challenges regarding personal data ecosystem. This ecosystem should be supported by consumer empowerment also so that new model can be framed which can use the personal data in a better way for all the purposes, whether it is social legal, economical or technical. Which can enable business to new height and a new era of services which are data centered with new privacy rules.

PROTECTION THE BIGGEST CHALLENGE

The creation of knowledge world through the Big data brought so many challenges in the front of IT world, among them privacy is the centre point or it can be said the privacy become the key for all the companies and their executives who are dealing with Big data like Google, face book, Microsoft and many more who are in similar field.

Emergence of social media and its acceptance popularity among all over the world and the data from this media treated as major assets for the organization and source of value creation. This value creation not only helps in wealth creation but also in enhancement of technical and business development capabilities for data intensive services.

The data collected from massive scale through apps being shared with multiple parties and having interaction with multiple parties in multiple environment of friend and families.

Web 2.0 features in social media and high growth of net capabilities the digital data captured through cookies and beacons creating the high profusion of electronic, in this profusion intensify the existing privacy rules and regulation of tracking and profiling. The analysis of this data sometimes gives interesting results sometimes it may useful for the society but some time creates problem. Individual pictures, interest is being tracked various sources without the permission and used without notice.

THE IMPACT OF BIG DATA ON DATA PROTECTION LAW

The data extracted from personal/non personal data sources and others type created regulatory concern. DPD laws do not gives insight on the extraction data treatment. It may over look regulation and can permits the inferences about private information, anonymization and data minimization, data breaching is the other challenges have a great concern over data protection laws

RECOMMENDATIONS AND CONCLUSION

A new business model is the need of today to achieve the privacy goals solely through rules and universally accepted regulation which supports the personal empowerment since DPD failed to protect the privacy laws at the same time there are business reasons to empower control over Personal data and privacy conditions. Any rule made for regulation in the eve of a data revolution able to regulate this new technical revolution, able to operate in new context, able to understand society in great sense in new ethical code of with balancing of human rights issues.

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