

Privacy-Protected Photo Sharing in Social Media Platform

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Abstract: The advancement of the social communication platform, sharing snapshots, videos, and much more information has become a prominent way of retaining connections with multiple users. Despite the sensitive data the photo holds, it will be an effortless way for the evil-minded user to steal the data of those who appear in the picture. Dealing with the privacy exposure provoked by sharing snapshots that contain the faces of various end-users attracted the minds of many social media users. Sharing a picture that contains multiple clients, the person who uploads the images should consider the interconnected client's privacy. This paper proposes a privacy-protected mechanism based on the level of assurance the interconnected client gives to the person who uploads the picture. The thought process of this mechanism is while uploading an image of a co-owned photo, and a request is sent to the related user based on the reply the related user gives; the photo is displayed to the followers of the uploader. With the help of this privacy, the related user will not be compromising.

Keywords: social communication platform, privacy exposure, privacy-protected mechanism, unnamed picture, threshold.

I. INTRODUCTION

Social communication platforms that allow people to connect by devising and sharing data have become part and parcel of life. The users of these hypermedia generate a vast amount of data in images, text, and videos. However, the client-generated detail contains sensitive information, which eventually means sharing these sensitive data may compromise the concealment of the user. Popular social networking platforms such as Google+, Instagram, and much more are mainly created for sharing images and videos. These images and videos can provide more precise than textual information, compromising user confidentiality [4]. On the other hand, the sensitive data can be hidden with the help of image processing techniques in these images and videos than that of editing [11]-[15]. This paper looks into the privacy issues faced while sharing the snapshots in hypermedia [16]-[23].

While signing up an application, the service provider confirms the permission of the user to collect their data [1] and provides some privacy setting through which the user can decide to whom the image can be shared and accessed. However, the image shared by a user may relate to multiple users [24]. If this is the case, then a single user will control the photo shared, which may compromise the other user's privacy. This can be precise via the following example [25]-[31]. Let us take person A, click a selfie with person B, and share the images with person C. The person A shares their selfie image with person C without knowing person B and person B doesn't know person C, then the privacy of person B will be a compromising one [32]-[35].

To protect the privacy of the interrelated user, a privacy-protected mechanism is proposed [36]-[42]. With this mechanism's help, the uploader and the interconnected user can decide whether to publish an image. The uploader does not ask for confirmation to upload an image [43]-[45]. A permission request is automatically sent to the interconnected user in this proposed work and asks for their confirmation in sharing or uploading an image [46]-[51]. If the interrelated user accepts the permission request, the image will be displayed [52]. Else the image of the particular user will not be displayed and will be hidden [5],[7], [10].

II. LITERATURE SURVEY

This section shows the related works carried out formally the methodology of privacy from sharing the images online [53-55].

A.S.Anakath et al. [1] proposed a various factor authentication mechanism using a trust-based management system. This kind of authentication is mainly used while logging in to an application to identify the correctness of the user [56]-[59]. These types of authentication are decided based on the type of device the client uses. Biometric authentication is carried out if the client device has signed in as mutual [60]-[63]. So, based on the type of the device, the authentication process is provided [64].

Erfan Aghasian et al. [2] proposed a theorem with which the sharing of sensitive content across the network can be controlled. The process starts with Bernstein's theorem, which helps calculate the sensitivity value of each user. This followed by creating a model for anonymizing the data. In his work, the author has stated that examining and evaluating the sensitivity produces a friendly outcome rather than anonymizing [65]-[66].

Khalid Alemerien [3] presented a new mechanism called Visual privacy management policy which helps in simplifying the privacy configuration settings when the clients upload their snapshots or selfies with inter-connected users. It shows the drawbacks with cover-up settings of image-sharing in online social communication platforms [67]-[75]. In addition to that, it handles the sharing of contents in graphs and circles such that we can analyze with whom, how, and where the client will share their picture [76]. With the help of this, the client will get an efficient and graspable way to determine their cover-up settings [77]-[81].

In their work, Kambiz Ghazinour et al. [4] have discussed the seriousness of having control over sharing pictures on social media networks. And also the consequences of sharing sensitive images over the network [82]-[94]. This work brought out a mechanism that contains a GUI component that helps resolve security breaches in the social communication platform [95-116].

Lei Xu et al. [5] proposed how to deal with the privacy disclosure problem incurred by photo sharing in online social media. They proposed a trust-based privacy-conserving mechanism for sharing multiple

hypermedia users' photos. The basic idea is to create an unnamed picture. Based on the trust value each person gives about the publisher, the service provider either hide or blur the face of that particular user. The greedy mechanism is used to make this feasible.

Weiwei Sun et al. [6] proposed a solution to deal with privacy loss while sharing snapshots on an online social communication platform. They first started this work by analyzing the various privacy issues faced while sharing the images on Facebook and the manipulation that Facebook provides to the user. The solution they provided to solve this is image encryption and decryption framework via which the privacy loss while photo sharing can be minimized.

Matt Tierney et al. [7] proposed a Cryptogram system designed to uplift the confidentiality of images shared in online communication platforms. This system helps the user convert pictures to encoded images, which the publisher shares on the hyper network. Cryptogram grants a photo encryption mechanism that ensures that the client with the right authorization can redeem the original snapshot.

Ashwini Tonge et al. [8] came up with a booming privacy setting. Two concerns are tied together: information awareness and the hope the user has for the publisher. It is focusing that they have endorsed a close-grained seclusion setting for photo sharing. A deep learning mechanism is used to identify the delicate information hidden inside the picture. Social communication platforms are assembled based on the respective social community to find the trust factor.

Kaihe Xu et al. [9] introduced a facial recognition system that identifies and recognizes each user in the image. It also intimates the user before posting an image and decides whether to post an image. Once the image is posted, they train it individually and store it in a personalized face recognition system.

Lin Yuan et al. [10] proposed privacy-preserved images on social networks based on an image encryption scheme and a public key. By providing a key for encryption, the images are encrypted. They can be viewed on any other device until the related user has the secret key to view the image. They have also demonstrated a prototype application specifically built for the IOS platform.

III. RESEARCH METHODOLOGY

The main objective of this research is to preserve the privacy loss that is occurred while sharing an image [117-145]. Privacy loss, in a sense, sharing a picture without the knowledge of the stakeholder. To carry out this impediment, this paper brings out an adaptive concealment policy indicator mechanism stated in [3] that provides a policy to the client while sharing the picture with multiple clients. This policy helps the client decide whether to share an image based on their trust in the recipient [2]. If the related user trusts the publisher's followers, as shown in Figure.1, the client can accept permission from the publisher and upload the image; if the co-owned user doesn't have enough trust in the publisher, they can reject the request [146-167].

Once the permission request has been rejected, the face of the particular user is hidden from others [168-175]. A Face Identification and Protection Algorithm [8,9] works at the back end, which identifies the user's face and undergoes several layers of filter and provides well-trained output in which the particular person's face is hidden from the view [6] of other users.

The uploaded image first passes through the convolutional layer for the first filtration. The output of the first layer passes through the pooling layer for the second layer of filtration [176-181]. This process continues until the image attains the stage of smooth blurring [182-191]. Once the filtration layers are completed, the final output shows the blurred face of the particular person [5].

This method of filtering the image and blurring will reduce the loss of privacy, and also the chance of misusing the picture will also be reduced. In addition to that, the trust between the two users grew and also the trust remained the same between the two users (figure 1).

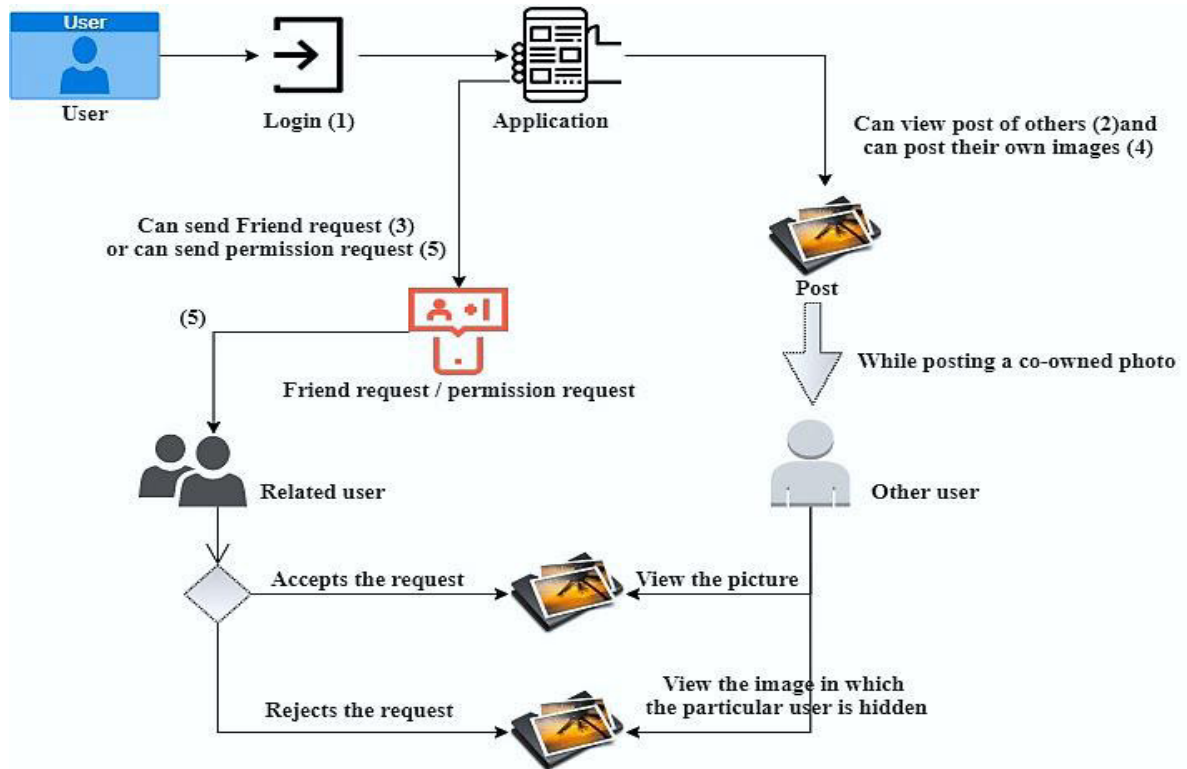


Figure 1. Privacy Protected Photo Sharing Mechanism

Associating the value of dependency with a security breach. Suppose client a_a likes to share a picture p that contains sensitive information with client c_c , the user first uploads the image to the provider of service [192-198]. The clients are identified either by a face recognition methodology or via tagging. This way, the admin identifies the relative use of the picture. Once the relative users are identified, the service provider looks for the relative user’s trust value on the publisher. If the client c_c can identify b_b in the image sent from the admin, then the recipient b_b may undergo privacy loss. Loss is denoted by $ls_{c_b}^{(p)}$. Privacy loss to the user b_i is reduced when the trust values between the client b_i and c_i are high. Hence $ls_{c_b}^{(p)}$ is defined as

$$ls_{c_b}^{(p)} = fu_{loss} (tr_{b_c}, \delta_b^{(p)}) \tag{1}$$

The above equation (1), tr_{b_c} indicates the trust value between b_b and c_c , and $\delta_b^{(p)}$ Denotes the sensitivity of p . The function fu_{loss} will be a decrementing function of tr_{b_c} and an incrementing function of $\delta_b^{(p)}$. Therefore, fu_{loss} can be denoted as:

$$fu_{\text{loss}}(\text{tr}_{b_c}, \delta_b^{(p)}) = (1 - \text{tr}_{b_c})\delta_b^{(p)} \quad (2)$$

Let us assume that the trust values between the clients are known only to the admin. However, in equation (2), the sensitiveness of an image $\delta_b^{(p)}$ is known only to the recipient b_b . Henceforth, the admin can only assume the privacy drop. The assumed privacy drop $ls_b^{(p)}$ can be defined as

$$ls_b^{(p)} = fu_{\text{loss}}(\text{tr}_{b_c}, \delta) \quad (3)$$

In equation (3), δ is a constant specified by the admin. Privacy drop to each related user determines the duplication of the image. Privacy Protected Photo Sharing Mechanism Result.



Fig. 2. Comparing the loss of privacy with privacy protected mechanism and another random mechanism

Figure 2 compares the client's loss of privacy in the proposed privacy-protected mechanism and other random mechanisms. The concealment loss falls in the range of 40 and 80 for the proposed privacy-protected mechanism, and for another mechanism, it falls between 50 and 90.

Table 1. Comparison of privacy protected mechanism with another random mechanism

Clients	Privacy Protected Mechanism	Other Random Mechanism
Client 1	40	55
Client 2	60	78
Client 3	55	60
Client 4	70	89

In Table.1, four different clients are considered, and each client uploads a picture to find out the average privacy fall. In privacy protected mechanism, with the permission of the related user, the publisher uploads the image. This increases the trust factor between the clients; with the help of this value, the optimum value that provides a fair payoff is identified.

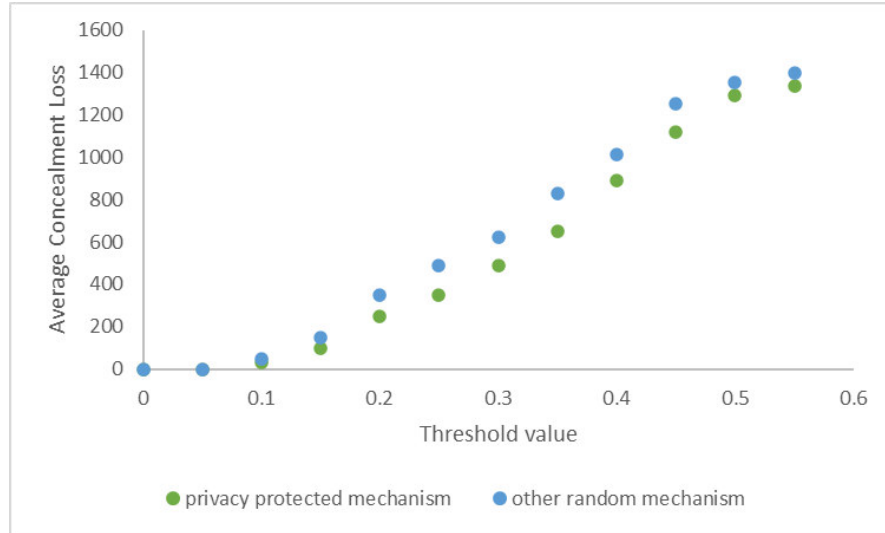


Fig. 3. The Average Concealment Loss in the range of 200 and 1400 has the maximum threshold value of 0.55

Table 2. Differentiation of privacy protected mechanism with another random mechanism

Threshold Value	Privacy Protected Mechanism	Other Random Mechanism
0.00	0	0
0.05	0.05	0.05
0.10	33	59
0.15	102	157
0.20	251	349
0.25	353	495
0.30	492	628
0.35	657	829
0.40	890	1010
0.45	1120	1250
0.50	1291	1355
0.55	1345	1409

The above Figure.3 shows the result obtained under the pre-defined data set where threshold value=0.55. The more the related user think about their privacy less is their privacy loss. Table.2 shows the compared value between privacy-protected mechanisms and all other random mechanisms. Here, the threshold value starts from 0, and the threshold that provides the fair payoff is 0.55.

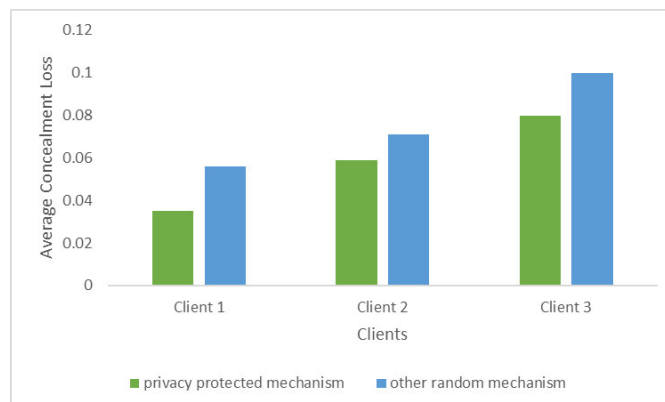


Fig. 4. Result of privacy protected mechanism and another mechanism where the trust factor is chosen between $\{0,1\}$

Three clients are selected at random, defining the initial trust factor in the range of 0 and 1. The above Figure.4 shows the result of the average loss obtained between privacy protected mechanism and another mechanism. The proposed mechanism proves lower concealment loss when comparing the values, as shown in Table 3

Table 3. Results of privacy-protected mechanisms and another random mechanism with a fixed range of trust factors

Clients	Privacy Protected Mechanism	Other Random Mechanism
Client 1	0.035	0.056
Client 2	0.059	0.071
Client 3	0.08	0.1

IV. CONCLUSION

Sharing sensitive information such as images and videos may help connect with others. On the other side, those data may be misused and threaten the lives of others. The privacy-protected photo sharing mechanism helps users bother about their privacy the most to connect with others and safeguard sensitive information. They are sharing a co-owned picture with the permission of the related user results in lower privacy loss. The publisher first asks for permission from the related user to upload the co-owned photo. The publisher uploads the image if the request is accepted without any compromise. If rejected with the help of the Face Identification and Protection algorithm, the image undergoes different layers of filters and sensors on the face of the particular person. Finally, it displays a hidden image where the particular person's face is blurred. This proposed mechanism proves to be an effective method in controlling the loss of privacy.

Conflicts of Interest: The authors declare that they have no conflicts of interest to report regarding the present study.

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