INTERNET PRIVACY: ILLUSION OR REALITY?

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Abstract : Internet Privacy has a wide range of issues and topics. It is primarily concerned with protecting user information. Privacy is a rising and increasingly important field in internet society. Large amount of personal information are stored in digital formats that are easy to access, duplicate and transfer. Thus there is no doubt that privacy is one of the biggest concerns of Internet users today. As companies collects huge amount of information from and about online or offline users, there are also some websites and database's which hand over's the personal information to companies. It is critical that India concentrates on privacy and puts in place at strong safeguards to protect the privacy of user's, Individual users who expect privacy on the Internet must know the reality. The paper aims to explore a brief overview of the notion of internet privacy and its issues and topics also some precautions from it

I. INTRODUCTION

There are almost five billion of mobile phone user's in this world and there are more than 3 billion that is - 51.7% of internet users who are posting million's of public blogs, tweets, images, podcasts as well as their personal information on daily basis. Thus it can be understood as privacy rights that an individual has online with respect to their data and violation of the same that take place online. From information shared on social media sites, to cookies collecting user's browser history, to individual's transactions online, to mobile phone's registering location data - information about an individual is generated through each use of the internet. Internet privacy involves the right or mandate of personal privacy concerning the storing, repurposing, provision to third parties, and displaying of information pertaining to oneself via of the Internet [1][2]. What is considered to be "private" varies from person to person, society to society, culture to culture, and time to time [3]. There has been a dramatic change in network and computer technologies advancement from last 40-50years; it has changed the ways of creating, storing retrieving of personal information. While privacy is often recognized as a universal human right, and question arises as - How much privacy do we really have on the Internet? What does privacy actually mean? Companies are hired to spy the user's visits and this information is used to contact users, advertise to them according to their browsing history. There are many ways where people's or users disclose their personal information either knowingly or unknowingly, In some cases the individual is aware that they are generating information and that it is being collected, but in many cases, the individual is unaware of the information traces that they are leaving online, not knowing who is accessing the information and do not have control over how their information is being handled and for what purpose it is being used [4]. Privacy is a necessity of security. It is not just governments and corporations that want to track your internet activity [5], Hackers also want to track you in order to help themselves hack into your device, steal your identity, or engage in other nefarious activities. This paper presents a brief overview of precautions for internet privacy, its issues and topics.

II. RELATED WORK

The conducted on this field of Internet Privacy is to inculcate the topics about Internet Privacy. Some experts such as Steve Rambam, a private investigator specializing in Internet privacy cases, believe that privacy no longer exists; saying, "Privacy is dead – get over it"[6]. President Clinton defined information privacy as "an individual's claim to control the terms under which personal information--information identifiable to the individual--is acquired, disclosed, and used."[1] Concerns about the decline in personal privacy have long troubled citizens, scholars and politicians. The issue was most famously raised in "The Right to Privacy," published in the Harvard Law Review in 1890 by jurists Samuel D. Warren and Louis Brandeis, the future Supreme Court justice [7].

III. ARCHITECTURE

According to new finding Pew Research Center of Internet & Technology's Survey show:
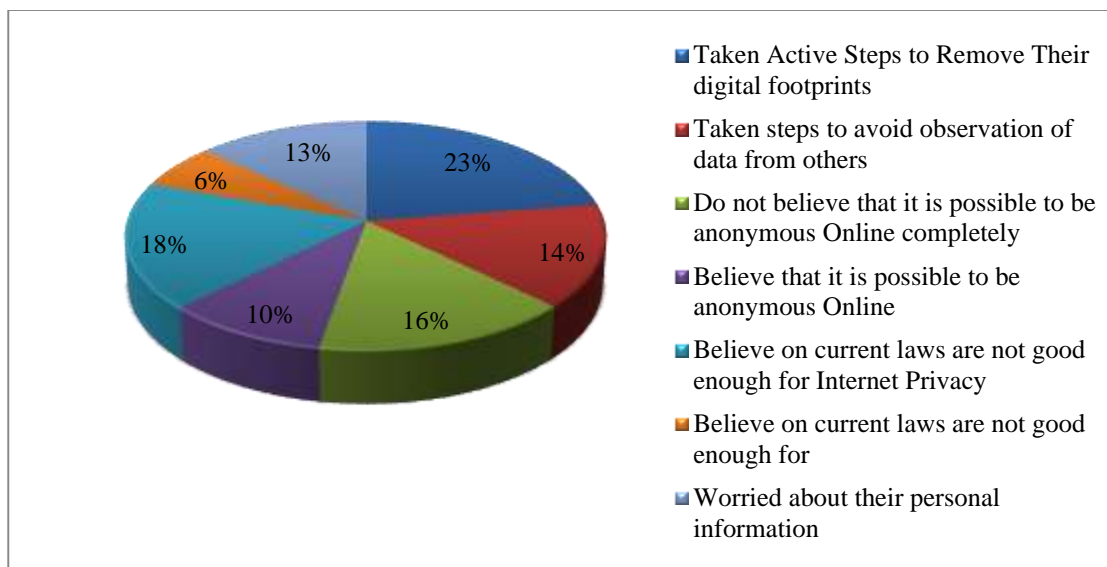
Fig 1 - Figures of different factors Actions of the users of internet privacy.

Here, in this architecture, percentage of different constraints of survey has shown. Below figure shows the percentages of different factors affecting the users of internet privacy
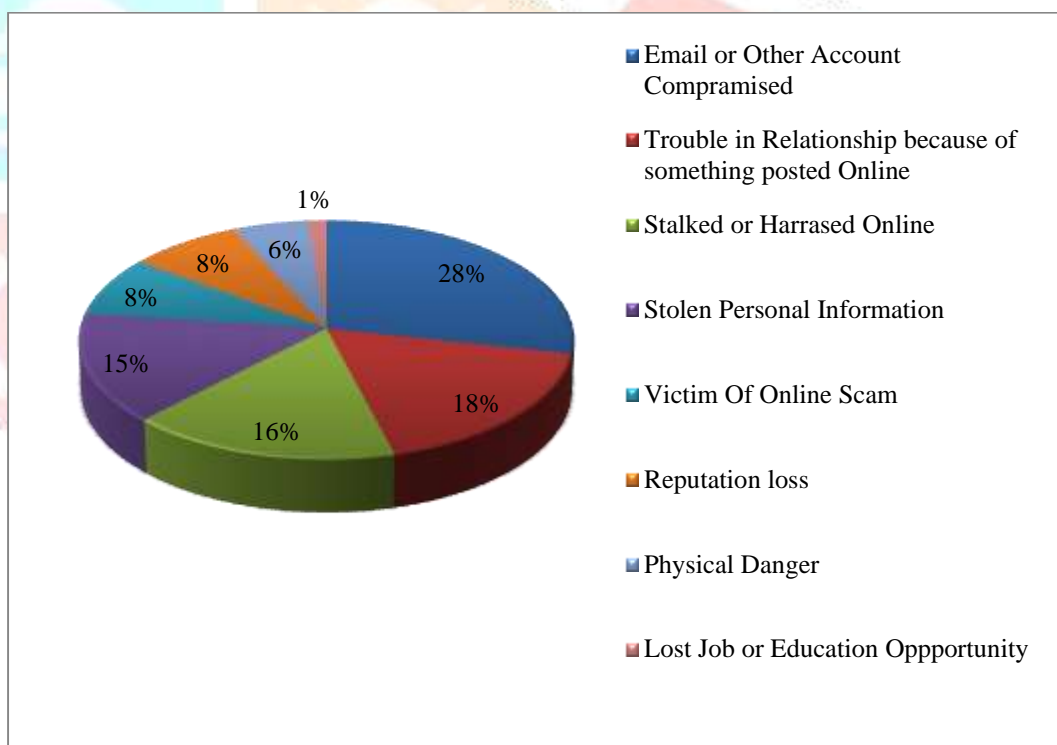

Fig 2 – Figures of different factors affecting the users of internet.

Here we got very clear idea, about the users and internet privacy factors using the Pew Research Center of Internet & Technology's Survey.

IV. PRECAUTIONS

Privacy has become one of the defining issues of the Information Age. Before beginning through precautions let's see first what privacy says, according to old saying - "If you have nothing to hide, you have nothing to fear" But, Some people need privacy to do good things – it's not just criminal who has something to hide. Whistleblowers, activists, journalists and other groups need to protect their privacy. For these people, there is safety in numbers. If they are the only ones who care about their privacy, they will

stand out just for that [3]. One of the most difficult issues in any discussion of privacy is the concept itself. While privacy is often recognized as a universal human right, what is considered to be "private" varies from person to person, society to society, culture to culture, and time to time [3]. Protecting your privacy on internet listed as follows:

4.1Privacy on Web
Web might be less secure than you think. Web browsing habits are tracked via cookies, search engines routinely change their privacy policies, and there are always challenges to Web privacy by both private and public organizations.

4.2 Cover your Private Information
Do not share or post such information on social sites or anywhere that you will not share in real life, such as phone numbers, emails, photos and location.

4.3Protect your Device
Protecting you device using a firewall, appropriate updates of software programs and antivirus programs.

4.4Cleaning the Search History
Most of the Web Browsers hires people to keep track of every single click as website you type into the address bar, cleaning you search history is only for your privacy sake, and also to keep you system at top speed.

4.5Avoid unnecessary forms online - don't give out personal details
To insure web safety is to avoid unnecessary forms online that needs personal information, One of the best ways to save personal information is to use 'Dummy' account which you do not use for your personal use.

4.6Logging out search engine and websites when you are done
Most of the search engine keeps an eye on what activities you do commonly such as what persons type what persons search and etc. For example: auto complete feature is totally developed to record of your typing and thus it suggest the words to auto-complete it.

4.7Use VPN's (Virtual Private Network)
Using VPN will not affect any internet activity instead it will be faster and less likely to cause problems. VPN are perhaps even easier to use. You just have to install it and click to connect and carry on your usual work, but you to need to pay to use them.

4.8See what you are downloading
Be very attentive while downloading from web as images, videos, software, books etc.

4.9Do not allow third party applications
Do not allow any third party to be involved in activity, if third party gets access to any personal information they uses that information to advertise or send emails etc.

4.10Manage App Permission
Sometimes some applications which are installed on devices having such permissions which they don't need to have or you don't want them to have. Such application's permissions has to be manages by users only.
Such precautions has to be taken to secure confidentiality, any data of user can be very useful to company.

IV. FUTURE WORK
We have achieved the point where the internet doesn't work appropriately unless we surrender our privacy. We have seen in this paper, the population which uses mobile phones and internet users thus these users tends to have privacy. Also we have seen the numbers of users and their views about internet privacy, and ways in which internet privacy hampers of users personal data has a big list to study. We have seen some precautions to be taken to secure users internet privacy. By using these precaution user can also refer to keep anonymity for them to secure internet privacy. Not every person will need a similar level of protection so alternatives and customization should be accessible. Thus customization on privacy terms according to user convenience is the future of internet privacy. Still to have convenient use of internet services user has to choice between privacy and convenience. Privacy vs. Convenience can be another debate in future.

data. But, in the end there is need to strengthen the privacy for our and coming generation too. In these sense users also has to use internet with more responsibly, and also the service provider needs to offer higher level data protection with an appropriate privacy policy.

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