

# Multiplicative Data Perturbation for Privacy Preserving Data Mining

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Kun Liu

Ph.D. Dissertation Defense

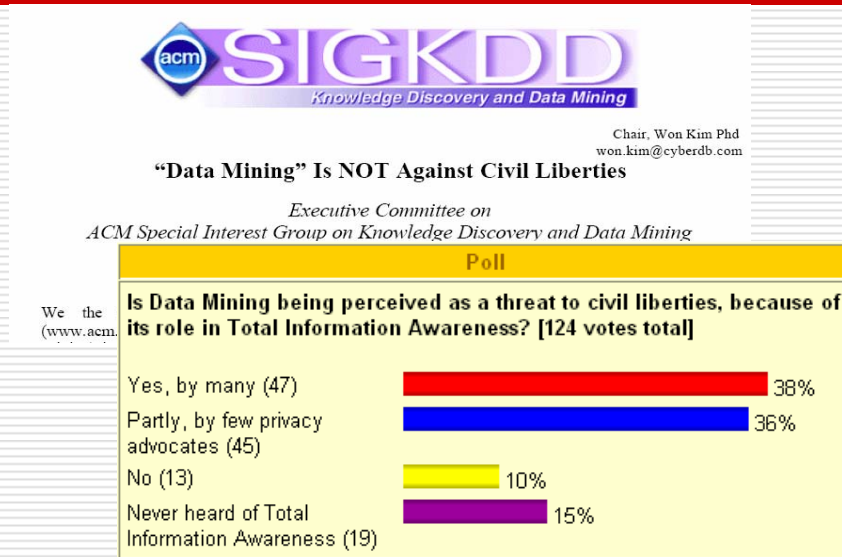
Dept. of Computer Science and Electrical Engineering

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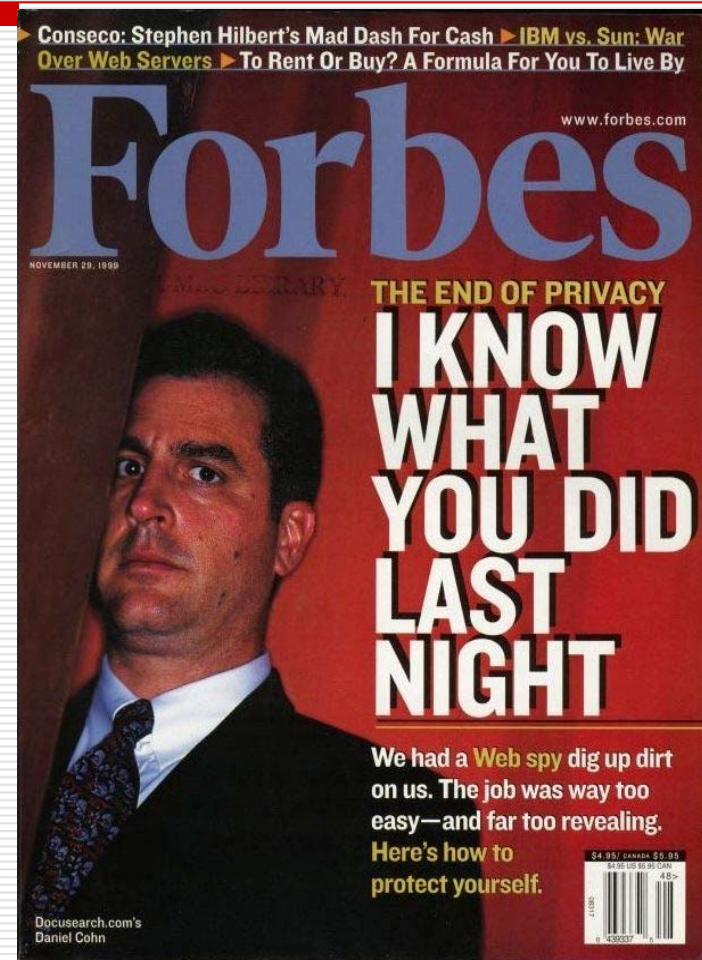


# Growing Privacy Concerns



“Detailed information on an individual’s credit, health, and financial status, on characteristic purchasing patterns, and on other personal preferences is routinely recorded and analyzed by a variety of governmental and commercial organizations.”

- M. J. Cronin, “e-Privacy?” Hoover Digest, 2000.



# Privacy-Preserving Data Mining

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- “the best (and perhaps only) way to overcome the ‘limitations’ of data mining techniques is to do more research in data mining, including areas like data security and **privacy-preserving data mining**, which are actually active and growing research areas.”

- SIGKDD Executive Committee, “Data Mining’ Is NOT Against Civil Liberties,” 2003.

- Privacy-preserving data mining is “the study of how to produce valid mining models and patterns without disclosing private information.”

- F. Giannotti and F. Bonchi, “Privacy Preserving Data Mining,” KDUBiq Summer School, 2006.

# Privacy-Preserving Data Mining

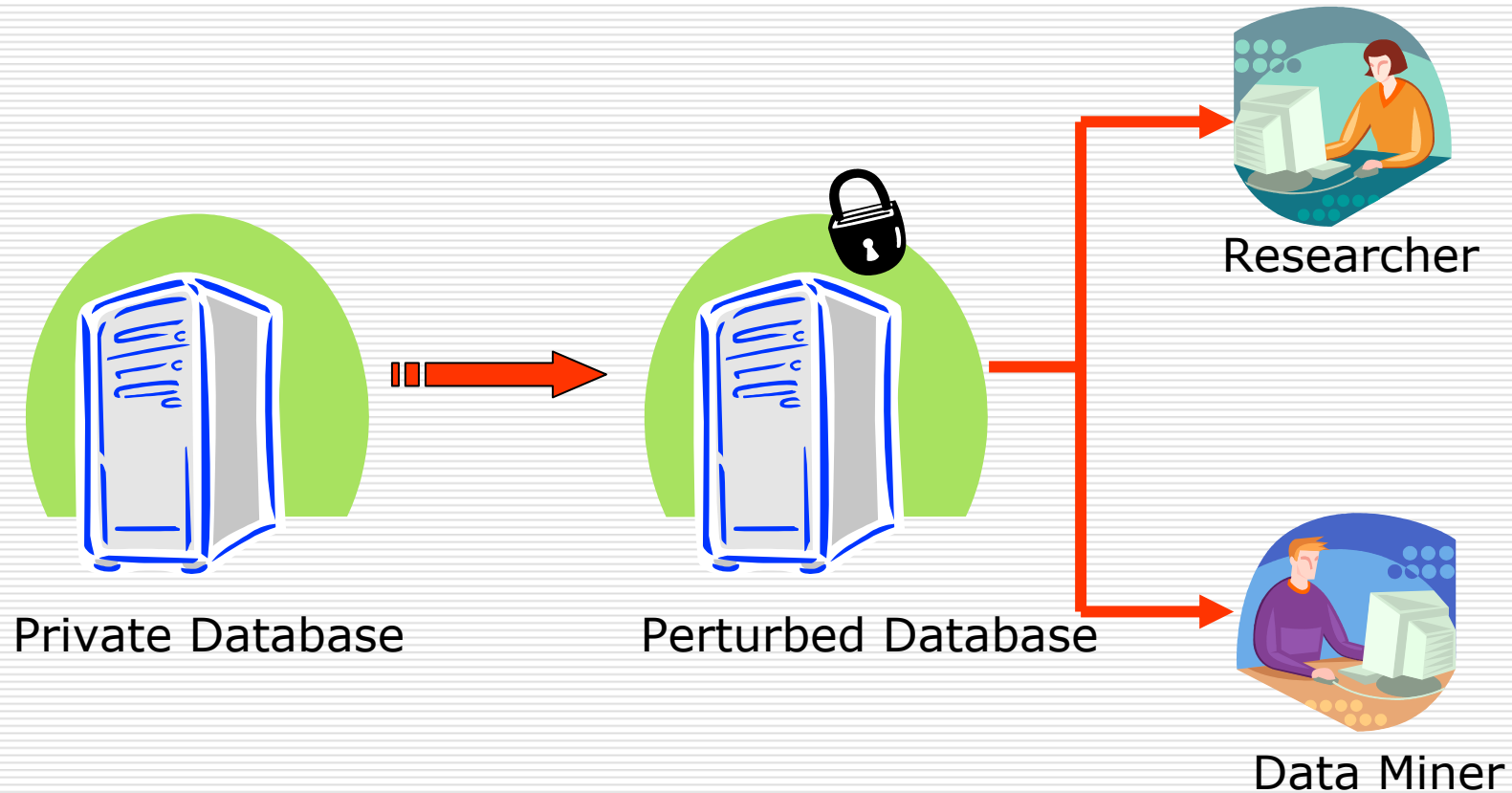
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- Data Perturbation
  - Hiding private data while mining patterns
- Secure Multi-Party Computation
  - Building a model over multi-party distributed databases without knowing others' inputs
- Knowledge Hiding
  - Hiding sensitive rules/patterns
- Privacy-aware Knowledge Sharing
  - Do the data mining results themselves violate privacy?

[\[more\]](#)

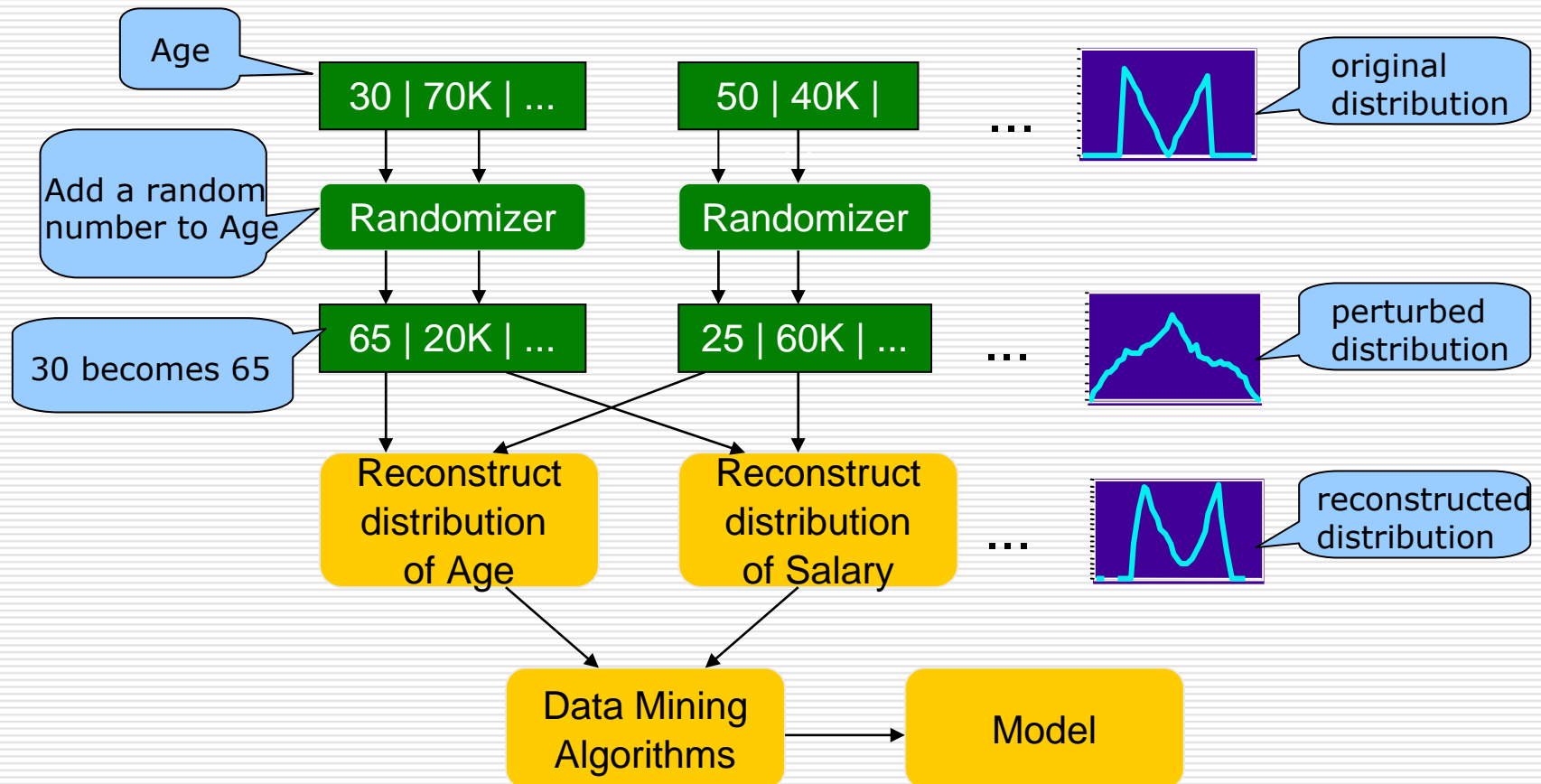
# Data Perturbation

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Census Model

# Additive Data Perturbation



R. Agrawal and R. Srikant, "Privacy-preserving data mining," ACM SIGMOD, 2000.

# Additive vs. Multiplicative Noise

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- ❑ Additive perturbation is not safe.

- ❑ “in many cases, the original data can be accurately estimated from the perturbed data using a spectral filter that exploits some theoretical properties of random matrices”

- Kargupta et al., “On the Privacy Preserving Properties of Random Data Perturbation Techniques,” ICDM, 2003.

- ❑ Related work: [Huang05], [Guo06], etc.

- ❑ How about multiplicative noise?

- ❑ Has not been carefully studied.

- ❑ Topic of this dissertation.



# Primary Contributions

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- We examined the effectiveness of exact Euclidean distance preserving data perturbation, and developed three attack techniques.
  - K. Liu, C. Giannella, and H. Kargupta, “An attacker's view of distance preserving maps for privacy preserving data mining,” *10th European Conference on Principles and Practice of Knowledge Discovery in Databases (PKDD'06)*, 2006.
- We proposed a random projection-based approximate distance preserving perturbation as a possible remedy, and analyzed its privacy issues.
  - K. Liu, H. Kargupta, and J. Ryan, “Random projection-based multiplicative perturbation for privacy preserving distributed data mining,” *IEEE Transactions on Knowledge and Data Engineering (TKDE)*, 18(1), 2006.



# Roadmap

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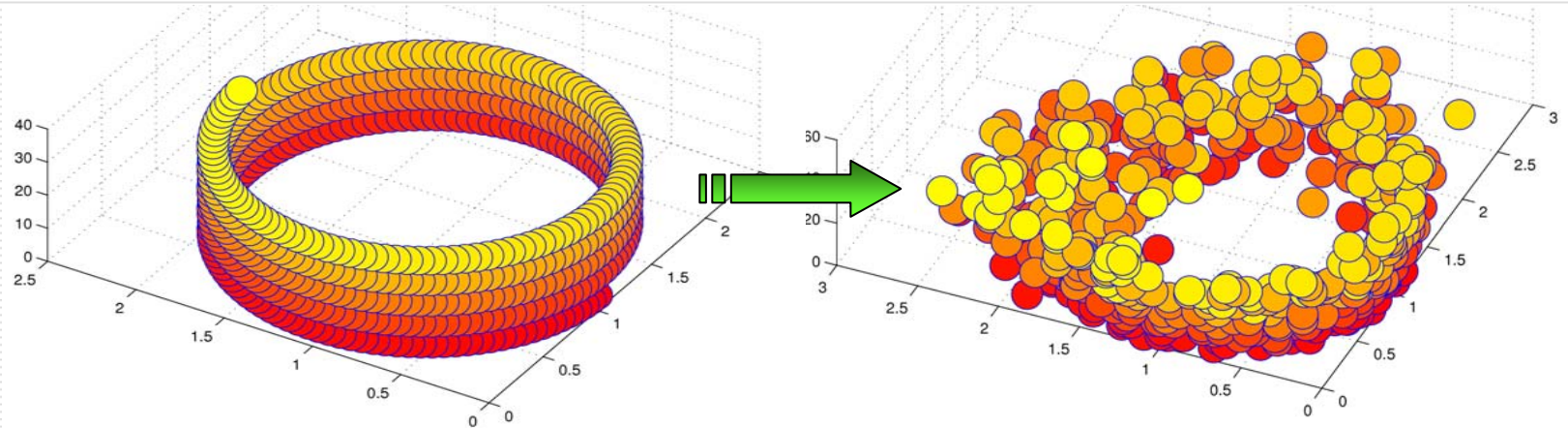
- Traditional Multiplicative Noise
- Distance Preserving Data Perturbation
  - Fundamental Properties
  - Known Input-Output Attack
  - Know Sample Attack
  - Independent Signal Attack
- Random Projection-based Perturbation
  - Fundamental Properties
  - Bayes Privacy Model
  - Attacks Revisit
- Conclusion and Future Work

# Traditional Multiplicative Noise

Private Database X			Perturbed Database Y		
ID	1001	1002	ID	1001	1002
Wages	98,563	83,821	Wages	116,166	85,396
Rent	1,889	1,324	Rent	1,878	1,381
Tax	2,899	2,578	Tax	2,964	2,135

$2,899 * 1.0224 = 2,964$

$y_{ij} = x_{ij} \times r_{ij}$ , where  $x_{ij}$  is the private data,  $r_{ij} \sim N(1, \sigma)$  [Kim03].



# Traditional Multiplicative Noise

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## □ Mechanism

- Each data element/cell is randomized independently by multiplying a random number.

## □ Pros

- Summary statistics (*e.g.*, mean, variance) can be estimated from the perturbed data.
- Effective if data disseminator only wants minor perturbation
- Popular in the statistics community.

## □ Cons

- Equivalent to additive perturbation after a logarithmic operation. Vulnerable to attacks designed for additive noise.
- Not preserving Euclidean distance; not suitable for many data mining tasks.

# Roadmap

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- Traditional Multiplicative Noise
- Distance Preserving Data Perturbation
  - Fundamental Properties
  - Known Input-Output Attack
  - Know Sample Attack
  - Independent Signal Attack
- Random Projection-based Perturbation
  - Fundamental Properties
  - Bayes Privacy Model
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# Distance Preserving Perturbation

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- Dist. preserving perturbation

$$T : \mathbb{R}^n \rightarrow \mathbb{R}^n \text{ if } \forall x, y \in \mathbb{R}^n, \|x - y\| = \|T(x) - T(y)\|$$

- Dist. preserving perturbation is equivalent to

$$x \in \mathbb{R}^n \rightarrow Mx + v, \text{ for } M \in O_n \text{ and } v \in \mathbb{R}^n,$$

where  $O_n$  is the set of all  $n \times n$  orthogonal matrices.

- Dist. preserving perturbation with origin fixed

$$x \in \mathbb{R}^n \rightarrow Mx, \text{ where } M \in O_n \leftrightarrow \text{Orthogonal Transformation}$$

Our Focus

# Distance Preserving Perturbation

ID	1001	1002
Wages	-26,326	-22,613
Rent	-94,502	-80,324
Tax	10,151	8,432

Y

 $=$ 

-0.2507	0.4556	-0.8542
-0.9653	-0.0514	0.2559
0.0726	0.8887	0.4527

M

 $\times$ 

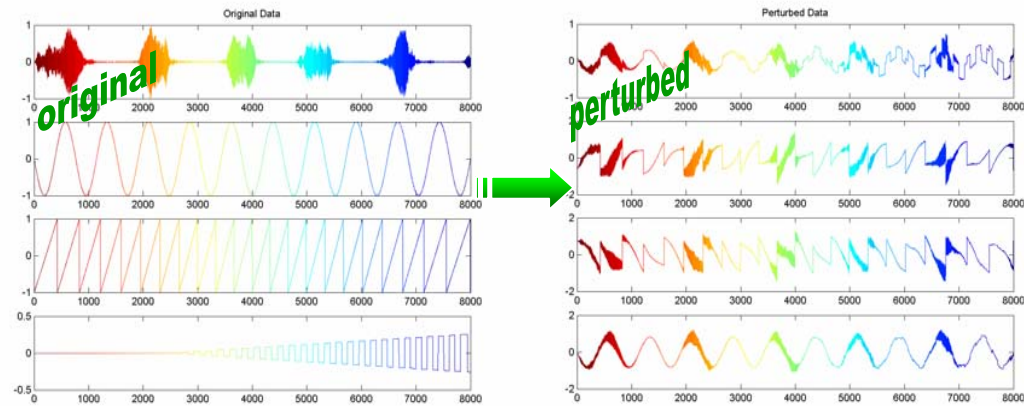
ID	1001	1002
Wages	98,563	83,821
Rent	1,889	1,324
Tax	2,899	2,578

X

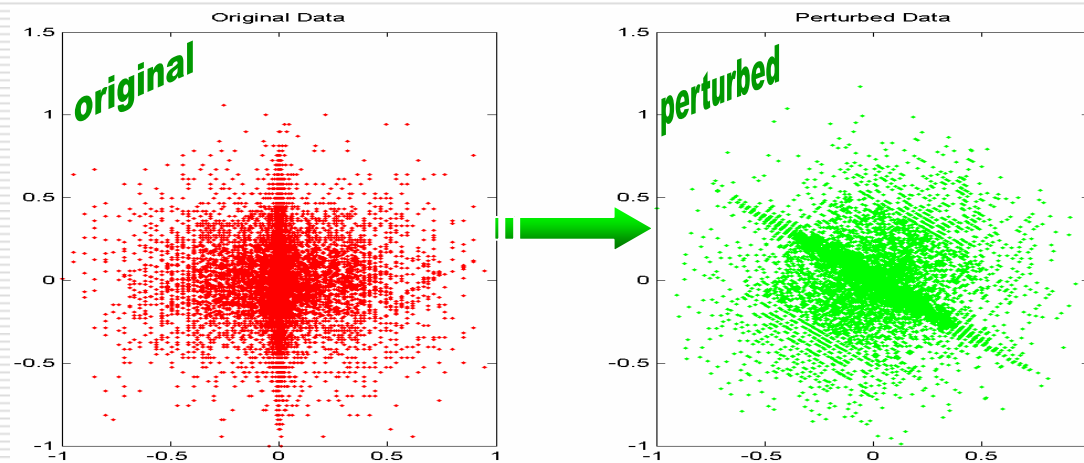
- Perturbation Model  $Y = MX$ 
  - X: original private data with each column a record
  - Y: perturbed data
  - M: orthogonal perturbation matrix
- Perturbed data produces exactly the same data mining results
  - Clustering [Oliveira04], Classification [Chen05]
  - Other related: [Mukherjee06], etc.

# Distance Preserving Perturbation

Attributes



Records



# Is Dist. Preserving Perturbation Secure?

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- ❑ Known Input-Output Attack: attacker knows some collection of linearly independent private data records and their corresponding perturbed version.
- ❑ Known Sample Attack: attacker has a collection of independent data samples from the same distribution the original data was drawn.
- ❑ Independent Signals Attack: all data attributes are non-Gaussian and statistically independent



# Privacy Breach

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## □ $\varepsilon$ -Privacy Breach

For any  $\varepsilon > 0$ , we say that an  $\varepsilon$ -privacy breach occurs if

$$\|\hat{x} - x_i\| \leq \|x_i\| \varepsilon$$

where  $\hat{x}$  is the attacker's estimate of  $x_i$ , the  $i^{\text{th}}$  data tuple in  $X$ .

## □ Probability of $\varepsilon$ -Privacy Breach

$$\rho(x_i, \varepsilon) = \text{Prob}\{\|\hat{x} - x_i\| \leq \|x_i\| \varepsilon\}$$

the probability that an  $\varepsilon$ -privacy breach occurs.

# Known Input-Output Attack

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$$\boxed{\begin{bmatrix} Y_{n \times k} & Y_{n \times (m-k)} \end{bmatrix}} = M_{n \times n} \boxed{\begin{bmatrix} X_{n \times k} & X_{n \times (m-k)} \end{bmatrix}}$$

KNOWN

- Assumption (can be relaxed):  $\text{rank}(X_{n \times k}) = k$
- If  $k = n$ :
  - $M = Y_{n \times k} X_{n \times k}^{-1}$ ,  $X_{n \times (m-k)} = M^T Y_{n \times (m-k)}$
  - Probability of privacy breach  $\rho(x_i, \varepsilon) = 1$  for  $\varepsilon = 0$  and any  $i$ .
  - The attacker has a perfect recovery of the private data.
- If  $k < n$ , what is going to happen?

# Known Input-Output Attack

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$$\boxed{\begin{bmatrix} Y_{n \times k} & Y_{n \times (m-k)} \end{bmatrix}} = M_{n \times n} \boxed{\begin{bmatrix} X_{n \times k} & X_{n \times (m-k)} \end{bmatrix}}$$

KNOWN

- If  $k < n$ , any matrix  $\hat{M}$  in the set
$$\Omega = \{\hat{M} \in O_n : \hat{M}X_{n \times k} = Y_{n \times k}\}$$
can be the original perturbation matrix  $M_{n \times n}$ , where  $O_n$  is the set of all  $n \times n$  orthogonal matrices. [\[more\]](#)
- The attacker chooses one uniformly from  $\Omega$  as an estimation of  $M_{n \times n}$ , uses that to recover other private data, and computes the probability of privacy breach. [\[more\]](#)

# Known Input-Output Attack

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## □ Probability of Privacy Breach

$$\begin{aligned}\rho(x_i, \varepsilon) &= \text{Prob}\{ \|\hat{x} - x_i\| \leq \|x_i\| \varepsilon \} \\ &= \text{Prob}\{ \|\hat{M}Mx_i - x_i\| \leq \|x_i\| \varepsilon \} \\ &= \begin{cases} \frac{1}{\pi} 2\arcsin\left(\frac{\|x_i\| \varepsilon}{2d(x_i, X_{n \times k})}\right) & \text{if } \|x_i\| \varepsilon < 2d(x_i, X_{n \times k}) ; \\ 1 & \text{otherwise.} \end{cases}\end{aligned}$$

where  $d(x_i, X_{n \times k})$  is the distance of  $x_i$  from the column space of  $X_{n \times k}$ ,  
and  $\hat{M}$  is uniformly chosen from  $\Omega = \{\hat{M} \in O_n : M X_{n \times k} = Y_{n \times k}\}$ . [\[more\]](#)

# Known Input-Output Attack Example

Private Data X:

$X_1$	$X_2$	$X_3$
25.0000	30.0000	45.0000
75.0000	90.0000	105.0000

Perturbed Data Y:

$Y_1$	$Y_2$	$Y_3$
-42.0198	-50.4237	-68.5443
66.9652	80.3582	91.3875

$X_1 \rightarrow Y_1$  KNOWN

UNKNOWN

- The distance of  $X_2$  from the column space of  $X_1$  is 0, therefore  $\rho(x_2, \varepsilon) = 1$  for any  $\varepsilon$ .
- The distance of  $X_3$  from the column space of  $X_1$  is 9.4868, therefore  $\rho(x_3, \varepsilon) = \frac{1}{\pi} 2 \arcsin \left( \frac{\|x_3\| \varepsilon}{2 \times 9.4868} \right)$ , e.g.  $\rho(x_3, 0.01) = 3.84\%$ .

# Known Sample Attack

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## □ Assumptions

- Each data record arose as an independent sample from some unknown distribution
- The attacker has a collection of samples independently chosen from the same distribution
- The covariance of the distribution has all distinct eigenvalues (holds true in most practical situations [Jolliffe02]).

## □ Attack Technique

- Exploring the relationship between the principal eigenvectors of the original data and the principal eigenvectors of the perturbed data.

# Known Sample Attack

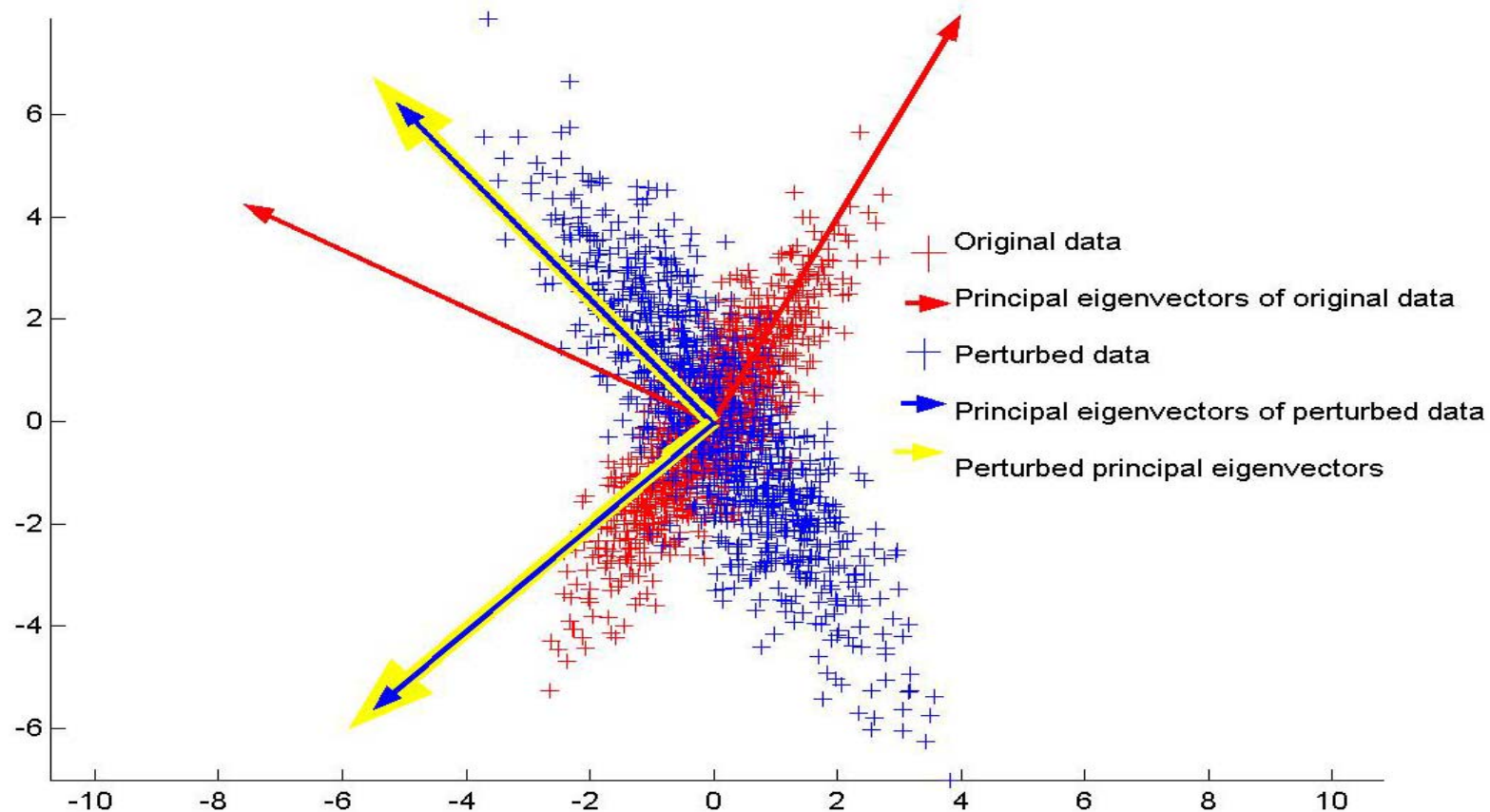


Fig. Relationship between original and perturbed principal eigenvectors.

[\[more\]](#)

# Known Sample Attack Experiments

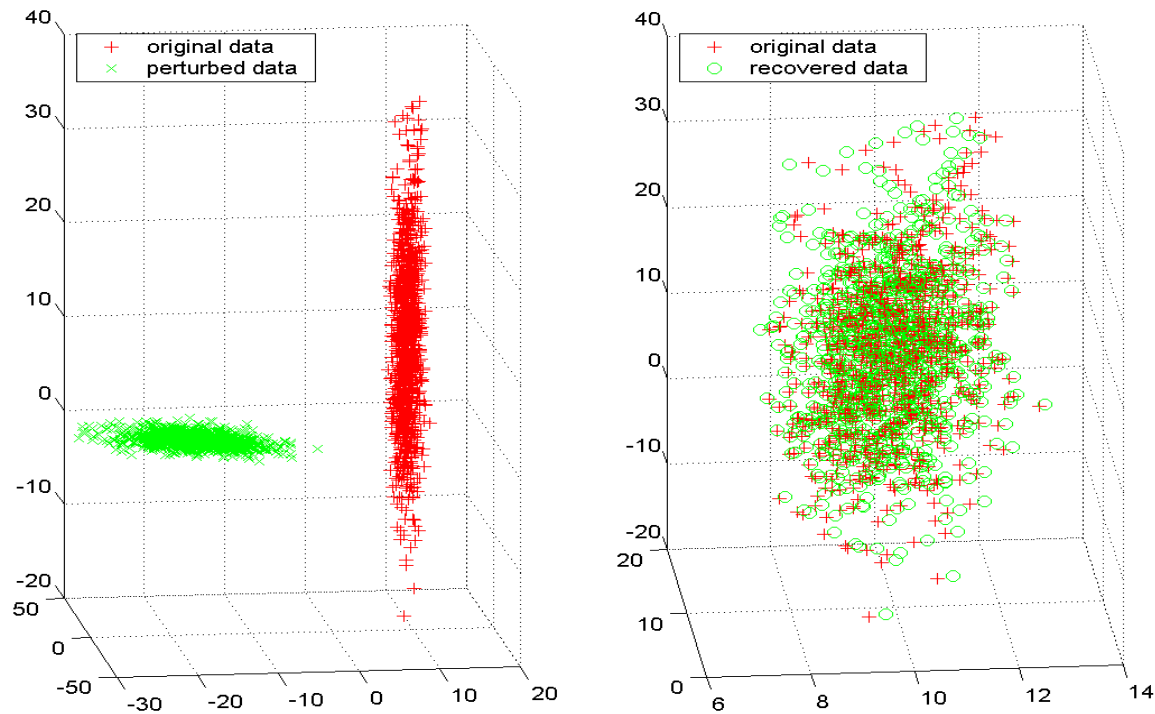


Fig. Known sample attack for 3D Gaussian data with 10,000 private tuples. The attacker has 2% samples from the same distribution. The average relative error of the recovered data is 0.0265 (2.65%).

[\[more\]](#)



# Known Sample Attack Experiments

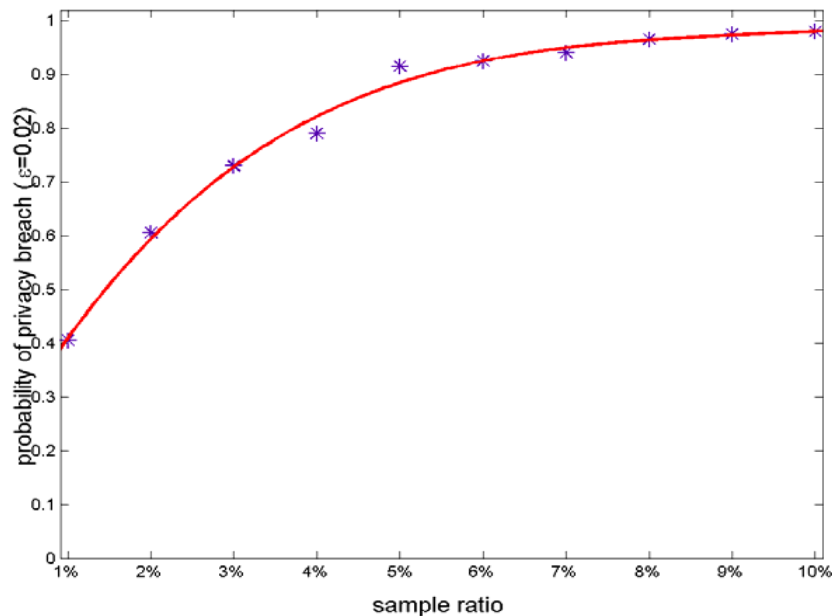


Fig. Probability of privacy breach w.r.t. attacker's sample size. The relative error bound  $\epsilon$  is fixed to be 0.02. (3D Gaussian data with 10,000 private tuples.)

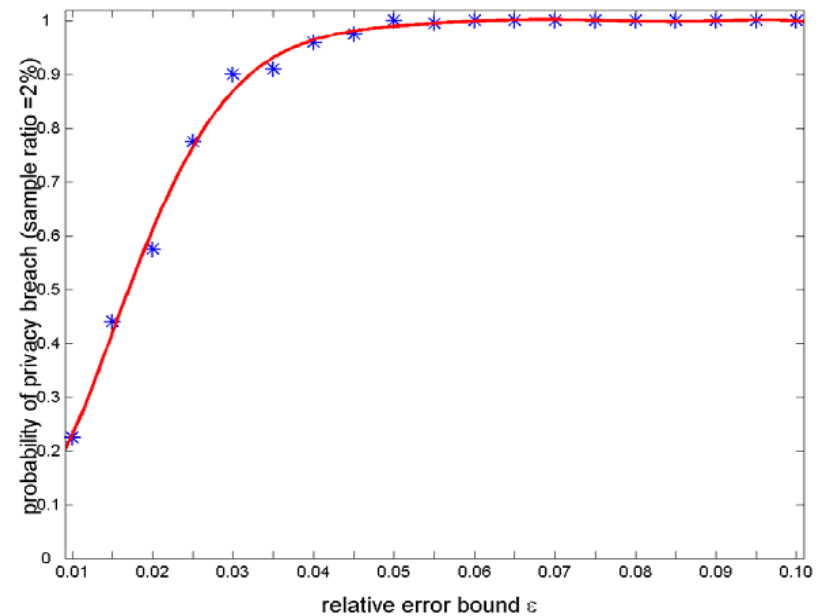


Fig. Probability of privacy breach w.r.t. the relative error bound  $\epsilon$ . The sample ratio is fixed to be 2%. (3D Gaussian data with 10,000 private tuples.)

[\[more\]](#)

# Independent Signals Attack

## □ Basic Independent Component Analysis Model

$$\boxed{Y_{k \times m}} = \boxed{M_{k \times n}} \boxed{X_{n \times m}} = \begin{bmatrix} m_{11} & m_{12} & \dots & m_{1n} \\ m_{21} & m_{22} & \dots & m_{2n} \\ \dots & \dots & \dots & \dots \\ m_{k1} & m_{k2} & \dots & m_{kn} \end{bmatrix} \begin{bmatrix} x_1(t_1) & x_1(t_2) & \dots & x_1(t_m) \\ x_2(t_1) & x_2(t_2) & \dots & x_2(t_m) \\ \dots & \dots & \dots & x_3(t_m) \\ x_n(t_1) & x_n(t_2) & \dots & x_n(t_m) \end{bmatrix}$$

↑                    ↑  
KNOWN      UNKNOWN

- Objective: recover the original signals  $X$  from only the observed mixtures  $Y$ .
- Requirements
  - Source signals are statistically independent
  - All signals must be non-Gaussian with exception of one
  - $k \geq n$
  - Matrix  $M$  must be of full column rank

[\[more\]](#)

# Independent Signals Attack Experiments

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original

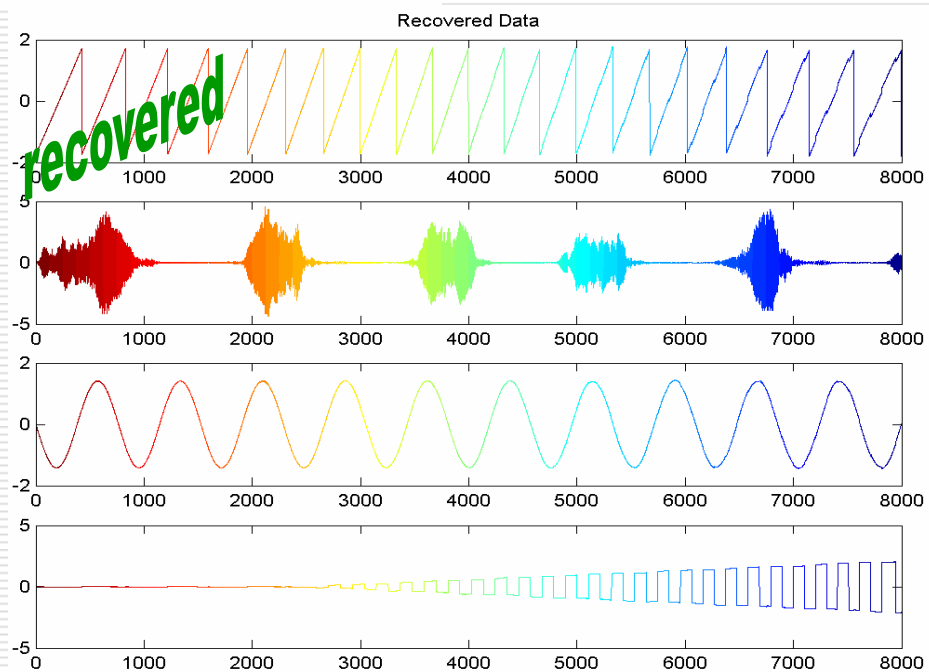
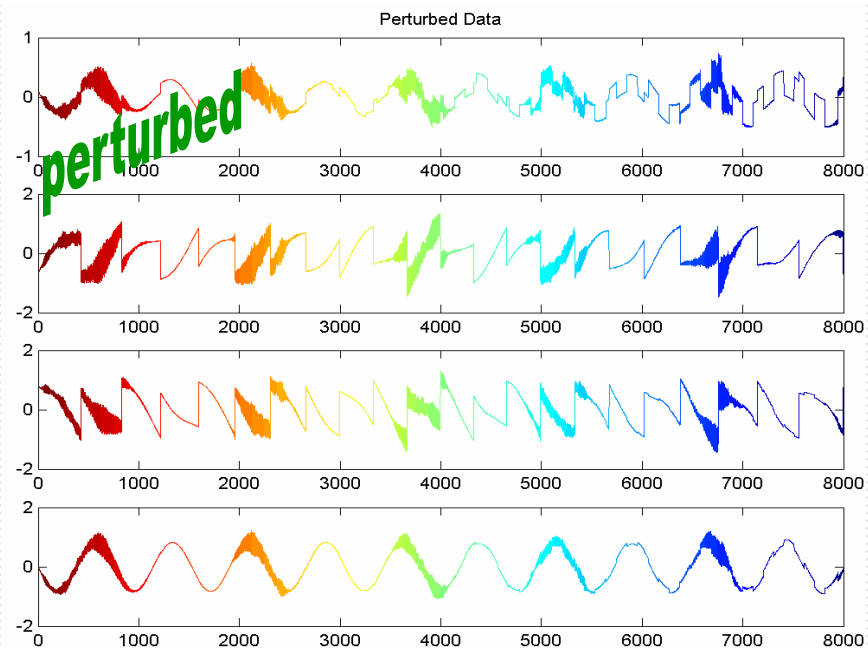
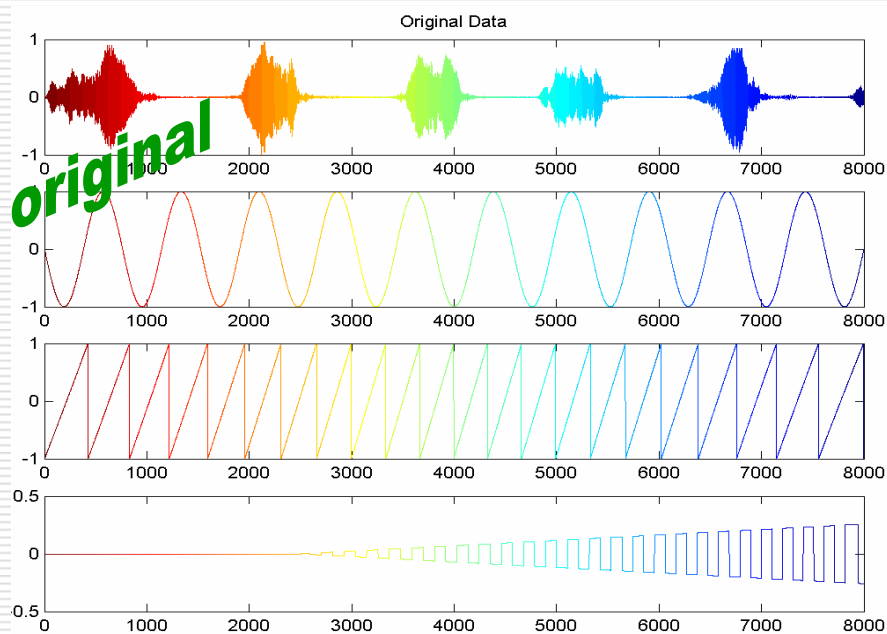


perturbed



recovered





# Distance Preserving Perturbation Summary

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## ☐ Mechanism

- Whole data set is perturbed by multiplying an orthogonal matrix.

## ☐ Pros

- Perturbed data preserves Euclidean distance.
- Many data mining algorithms can be applied to the perturbed data and produce exactly the same results as if applied to the original data.

## ☐ Cons

- Vulnerable to known input-output attack
- Vulnerable to known sample attack
- Vulnerable to independent signals attack

# Roadmap

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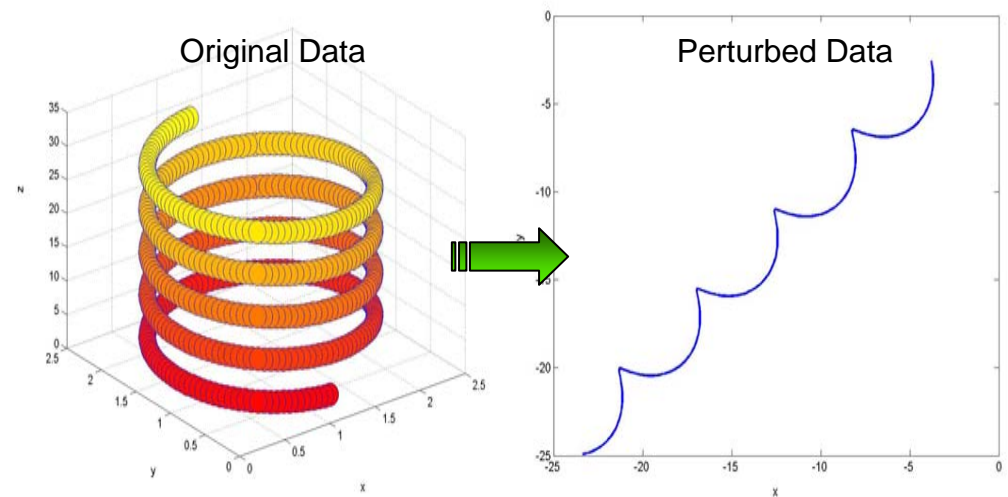
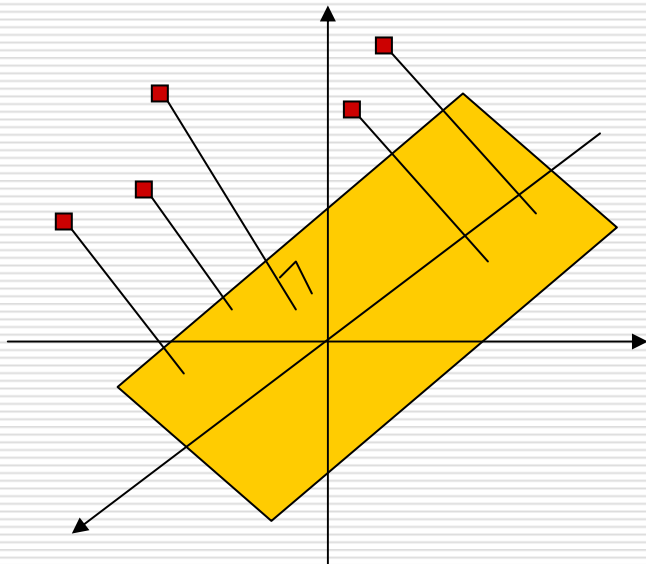
- ❑ Traditional Multiplicative Noise
- ❑ Distance Preserving Data Perturbation
  - Fundamental Properties
  - Known Input-Output Attack
  - Know Sample Attack
  - Independent Signal Attack
- ❑ Random Projection-based Perturbation
  - Fundamental Properties
  - Bayes Privacy Model
  - Attacks Revisit
- ❑ Conclusion and Future Work

# Random Projection

## □ Basic Model

$$u = \frac{1}{\sqrt{k}\sigma_r} R_{k \times m} x_{m \times 1}, \text{ and } v = \frac{1}{\sqrt{k}\sigma_r} R_{k \times m} y_{m \times 1},$$

where  $k < m$  and  $r_{ij}$  is i.i.d.  $\sim N(0, \sigma_r)$ .



# Random Projection

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## □ Preserving Inner Product

$$E[u^T v - x^T y] = 0 \text{ and } Var[u^T v - x^T y] = \frac{1}{k} \left( \sum_i x_i^2 \sum_i y_i^2 + \left( \sum_i x_i y_i \right)^2 \right).$$

→ The distortion produced by random projection is zero on the average, and its variance is inversely proportional to  $k$ , dimension of new space.

[\[more\]](#)

## □ Preserving Euclidean Distance

$$\Pr\{(1-\eta) \|x-y\|^2 \leq \|u-v\|^2 \leq (1+\eta) \|x-y\|^2\} = \int_{k(1-\eta)}^{k(1+\eta)} f(t;k) dt, \eta > 0$$

where  $f(t;k)$  is the p.d.f. of chi-square distribution with  $k$  degrees of freedom.

→ The probability that relative error is bounded within  $(1 \pm \eta)$  increases proportionally with  $k$ .

[\[more\]](#)



# Bayes Privacy Model

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## □ Primitives

- Let  $x$  be the private data and  $y$  the perturbed one.
- Attacker's Prior Belief:  $f(x)$
- Attacker's Additional Background Knowledge:  $\theta$
- Attacker's Posteriori Belief:  $f(x | y, \theta)$

## □ Information Non-Disclosure Principle

- The perturbed data should provide the attacker with little additional information beyond the attacker's prior belief and other background knowledge.

## □ Example

- $(\rho_1, \rho_2)$ -privacy [Evfimovski03] happens when  
 $f(x) < \rho_1$  and  $f(x | y, \theta) > \rho_2$  OR  $f(x) > 1 - \rho_1$  and  $f(x | y, \theta) < 1 - \rho_2$

# Maximum a Posteriori Probability (MAP) Estimate

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- $(\rho_1, \rho_2)$ -privacy works only for discrete data. It assumes statistically independent inputs and outputs, and requires transition probability explicitly defined. Not appropriate for multiplicative perturbation.
- We propose a *maximum a posteriori probability (MAP) estimate*-based approach
  - 1.  $\hat{x}_{MAP} = \arg \max_x f(x | y, \theta)$
  - 2.  $\hat{x}_{MAP}$  is compared with  $x_i$  to see whether any extra information is disclosed, e.g.,  $\|\hat{x}_{MAP} - x_i\| \leq \|x_i\| \varepsilon$ .

# Why Maximum a Posteriori Probability (MAP) Estimate

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- ❑ It is closely related to maximum a posteriori probability hypothesis testing. [\[more\]](#)
- ❑ It considers both prior and posterior belief. In the absence of a priori knowledge, MAP estimate becomes maximum likelihood estimate (MLE).
- ❑ It often produces estimates with errors that are not much higher than the minimum mean square error.
- ❑ It is relatively easy to derive the conditional p.d.f. in the multiplicative data perturbation scenario.

# Maximum a Posteriori Probability (MAP) Estimate

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- Assumption I: Attackers' best knowledge of  $f(x)$  is it is uniformly distributed over an multi-dimensional interval.
- Assumption II: Attacker has no other background knowledge, *i.e.*,  $\theta = \emptyset$ .

- MAP Estimate: 
$$\hat{x}_{MAP} = \arg \max_x f(x | y, \theta)$$
$$= \arg \max_x \frac{k^{1/2}}{(2\pi x^T x)^{k/2}} \exp\left(-\frac{ky^T y}{2x^T x}\right),$$

where  $x \in \mathbb{R}^n$  and  $y \in \mathbb{R}^k$ .

- Solution: Any  $\hat{x}$  in the interval that satisfies  $\hat{x}^T \hat{x} = y^T y$ .
- Conclusion: MAP does not offer attacker more info than what has been implied by properties of random projection itself.

# Privacy /Accuracy Control

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## □ Random Projection

$$u = \frac{1}{\sqrt{k}\sigma_r} R_{k \times m} x_{m \times 1}, \text{ and } v = \frac{1}{\sqrt{k}\sigma_r} R_{k \times m} y_{m \times 1},$$

where  $k < m$  and  $r_{ij}$  is i.i.d.  $\sim N(0, \sigma_r)$ .

## □ Accuracy

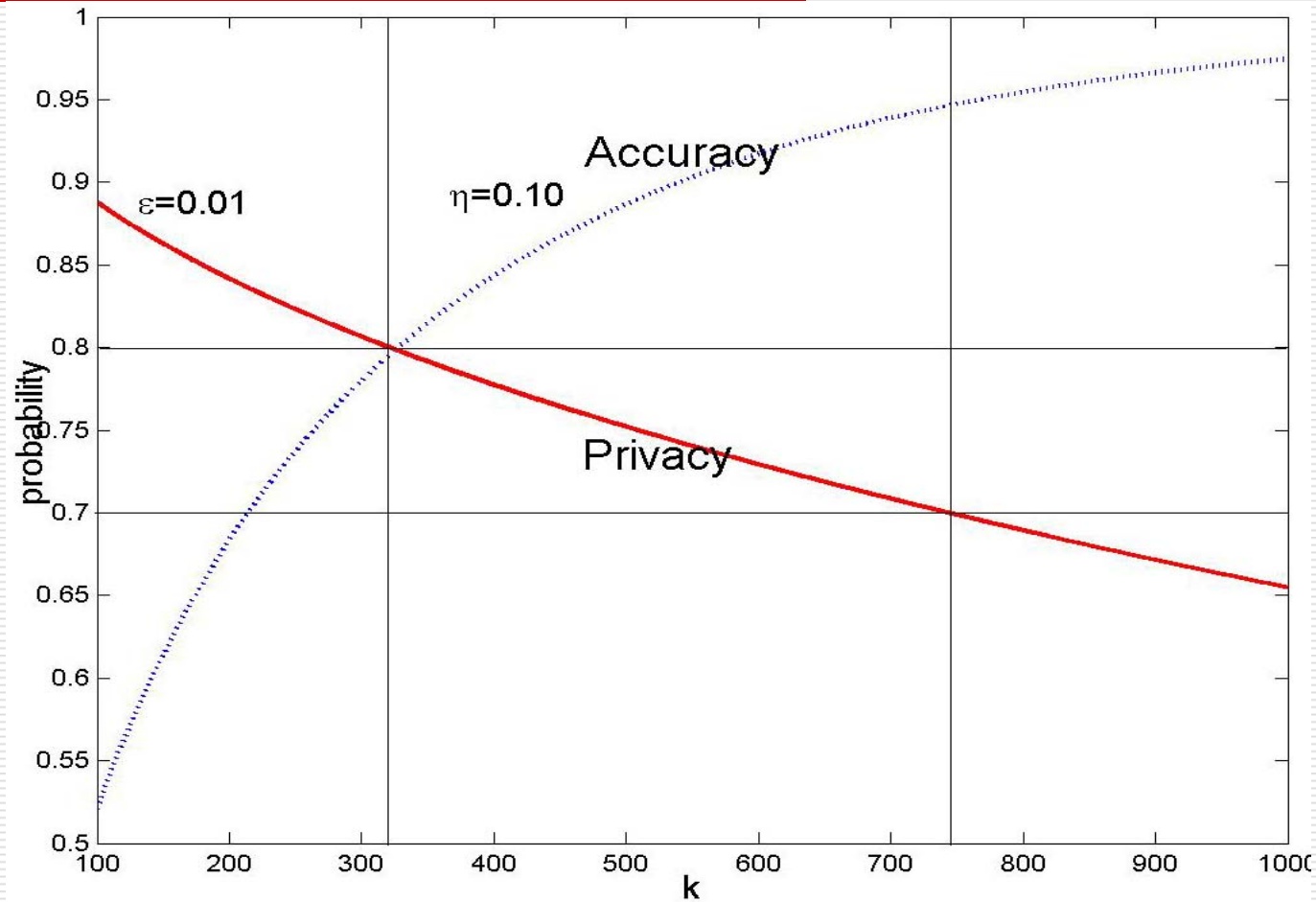
$$\Pr\{(1-\eta)\|x-y\|^2 \leq \|u-v\|^2 \leq (1+\eta)\|x-y\|^2\} = \int_{k(1-\eta)}^{k(1+\eta)} f(t;k) dt, \eta > 0.$$

## □ $\neg \epsilon$ -Privacy Breach

$$\Pr\{\|\hat{x}_{MAP} - x\| > \|x\| \epsilon\} = \int_{-\infty}^{k(1-\epsilon)^2} f(t;k) dt + \int_{k(1+\epsilon)^2}^{+\infty} f(t;k) dt.$$

Here  $f(t;k)$  is the p.d.f. of chi-square distribution with  $k$  degrees of freedom.

# Privacy/Accuracy Control



# Roadmap

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- ❑ Traditional Multiplicative Noise
- ❑ Distance Preserving Data Perturbation
  - Fundamental Properties
  - Known Input-Output Attack
  - Know Sample Attack
  - Independent Signal Attack
- ❑ Random Projection-based Perturbation
  - Fundamental Properties
  - Bayes Privacy Model
  - Attacks Revisit
- ❑ Conclusion and Future Work

# Independent Signals Attack

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$$Y_{k \times m} = \frac{1}{\sqrt{k} \sigma_r} R_{k \times n} X_{n \times m}$$

- When  $k < n$ , at most  $(k-1)$  source signals can be separated out [Cao96].
- With probability one, linear ICA can't separate out any of the original signals for any  $(k \times n)$  ( $k \leq n/2$ ,  $n \geq 2$ ) random matrix with i.i.d. entries chosen from continuous distribution [Liu06a].



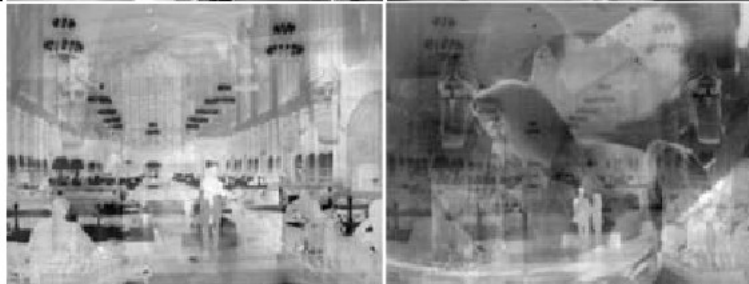
# Independent Signals Attack Experiments

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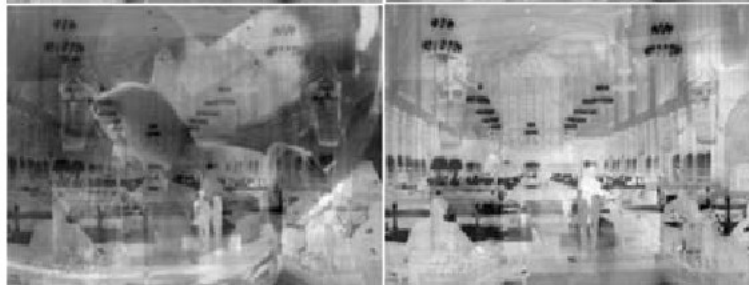
original

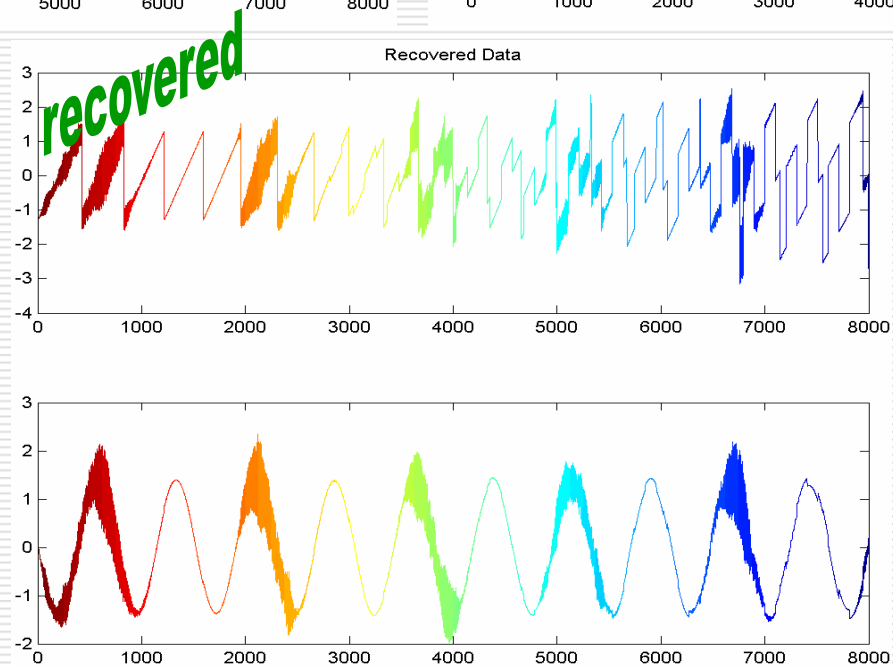
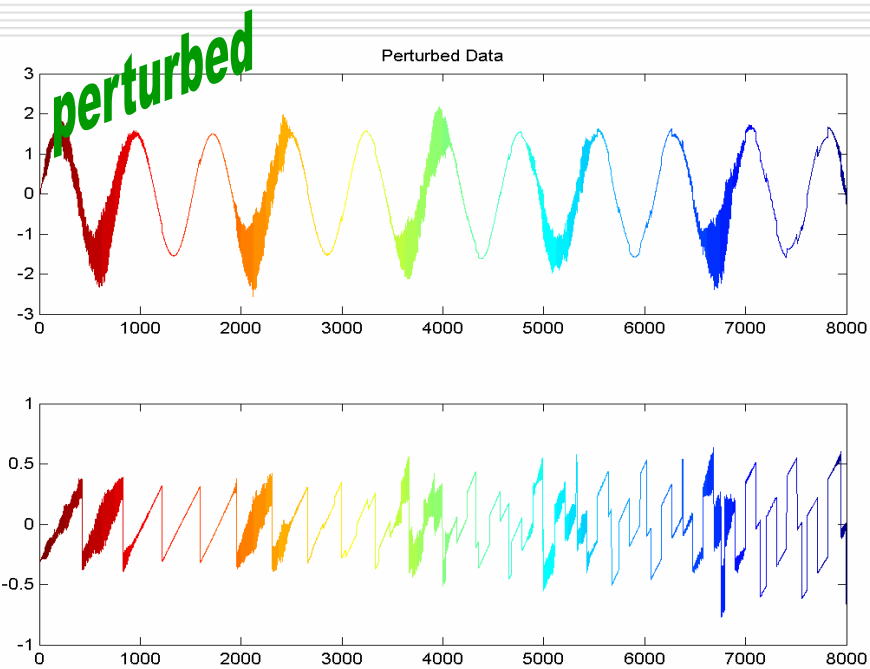
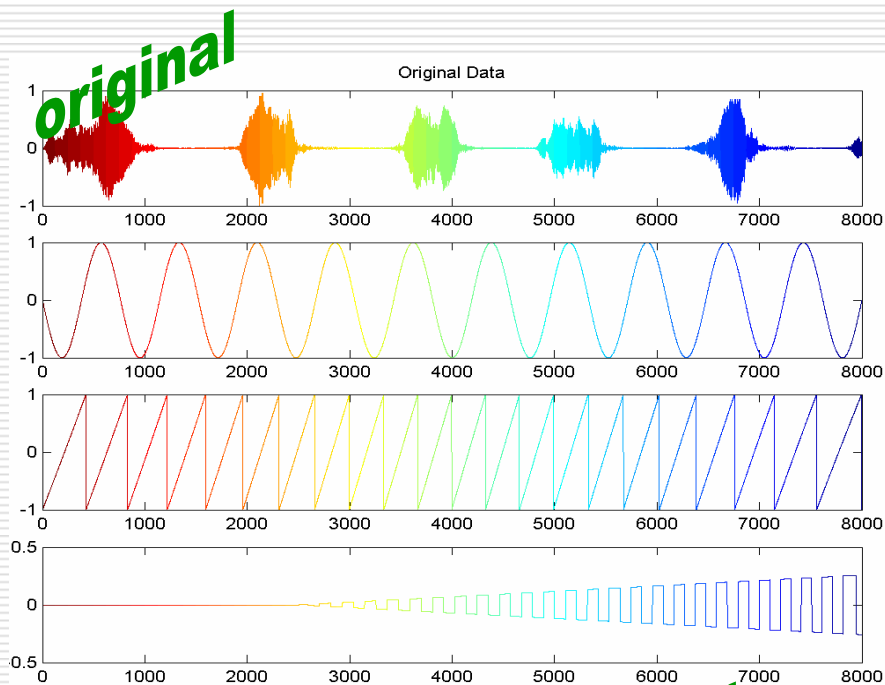


perturbed



recovered





# Known Sample Attack

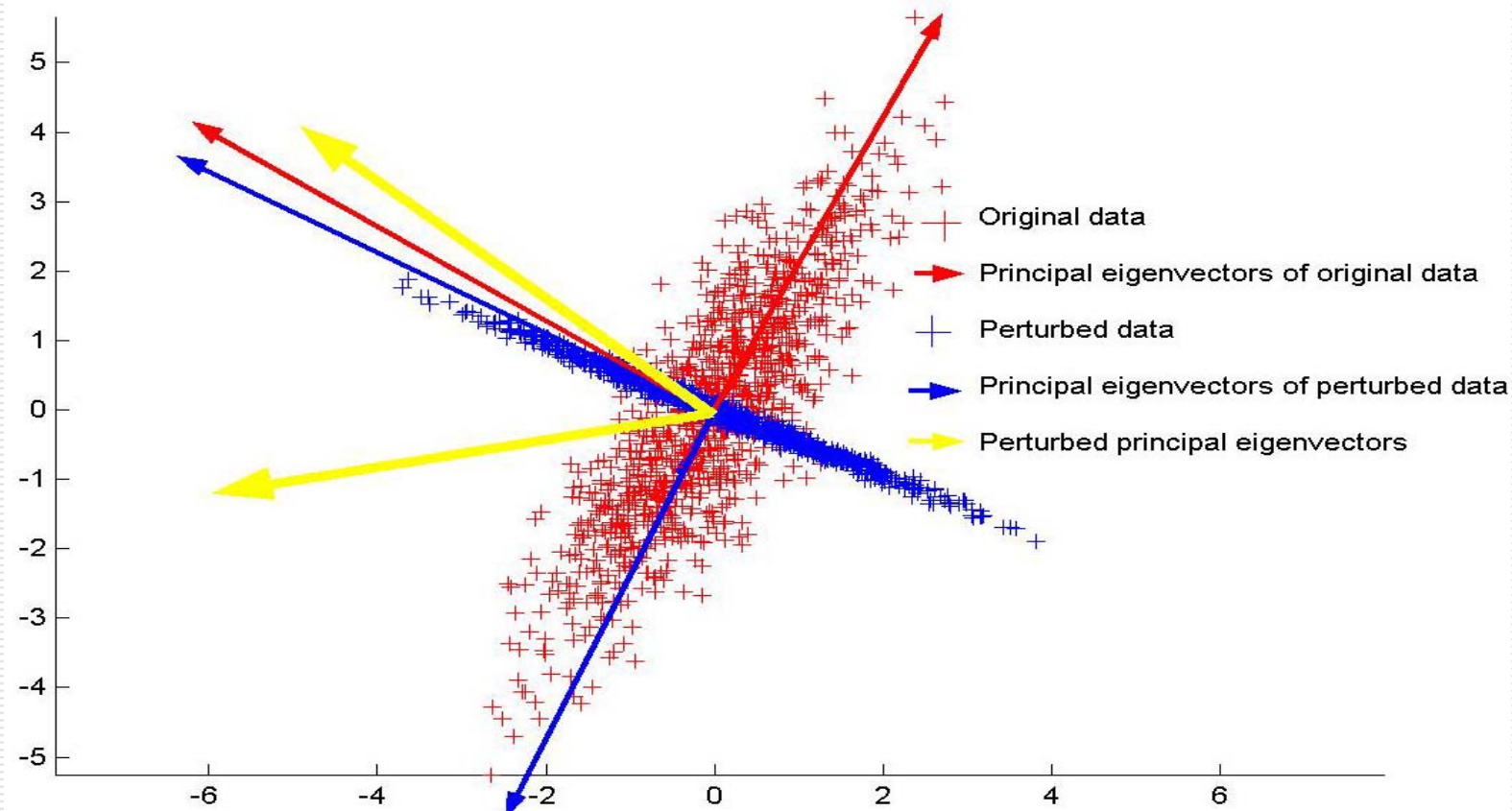


Fig. Relationship between original and perturbed principal eigenvectors.

# Known Input-Output Attack

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$$\boxed{\begin{bmatrix} Y_{k \times p} & Y_{k \times (m-p)} \end{bmatrix}} = \frac{1}{\sqrt{k} \sigma_r} R_{k \times n} \boxed{\begin{bmatrix} X_{n \times p} & X_{n \times (m-p)} \end{bmatrix}}$$

KNOWN

- If  $p=n$  and  $\text{rank}(X_{n \times p}) = p$ ,  $R$  can be recovered, but still it is an under-determined system of linear equations.
- MAP estimate shows that relative error decreases as known input-output pairs increases; relative error increases as  $k$  decreases.

[\[more\]](#)

# Random Projection-based Perturbation Summary

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## □ Mechanism

- Data is projected to a lower dimensional random space.

## □ Pros

- From the perspective of MAP estimate, random projection does not disclose more information than what have been implied by the distance preservation properties.
- It offers better privacy protection than orthogonal transformation-based distance preserving perturbation.

## □ Cons

- Perturbed data approximately preserves Euclidean distance, therefore little loss in accuracy.

# Conclusions

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- ❑ Traditional Multiplicative Data Perturbation
- ❑ Distance Preserving Data Perturbation
  - Known Input-Output Attack (linear algebra, statistics)
  - Known Sample Attack (PCA)
  - Independent Signals Attack (ICA)
- ❑ Random projection-based Data Perturbation
  - Accuracy Analysis
  - Bayes Privacy Model
  - Maximum a Posteriori Probability (MAP) Estimate
  - Privacy/Accuracy Control
  - Attack Analysis
- ❑ Privacy Issues Are Intrinsically Complex
  - Need joined efforts from researchers, engineers, sociologists, legal experts, policy makers...

# Future Work

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- A game theoretic framework for large scale distributed privacy preserving data mining
  - Distributed and ubiquitous computing becomes popular
  - Some participants cooperative and honest, some malicious
  - Computation in such environment is more like a game
  - Necessary to develop a game theoretic framework
  
- Combination of cryptographic techniques and perturbation techniques
  - Cryptographic techniques offers strong privacy guarantee, but with high communication and computation cost
  - Perturbation provides statistically weaker privacy protection, but more efficient
  - Would be ideal to combine them to achieve both efficiency and privacy

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# I Have a Dream

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"I have a dream that one day this nation will rise up and live out the true meaning of its creed: 'We hold these truths to be self-evident, that all men are created equal.'"

- Martin Luther King, Jr., 1963.

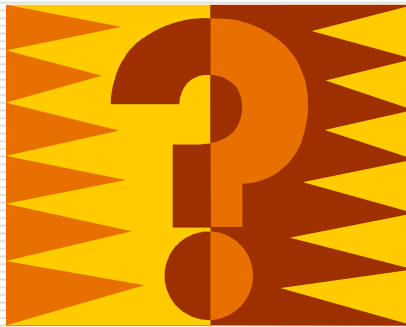


"I have a dream that one day I will get a Ph.D. degree."

- Kun Liu, when he was a kid.

# Thank you and Questions

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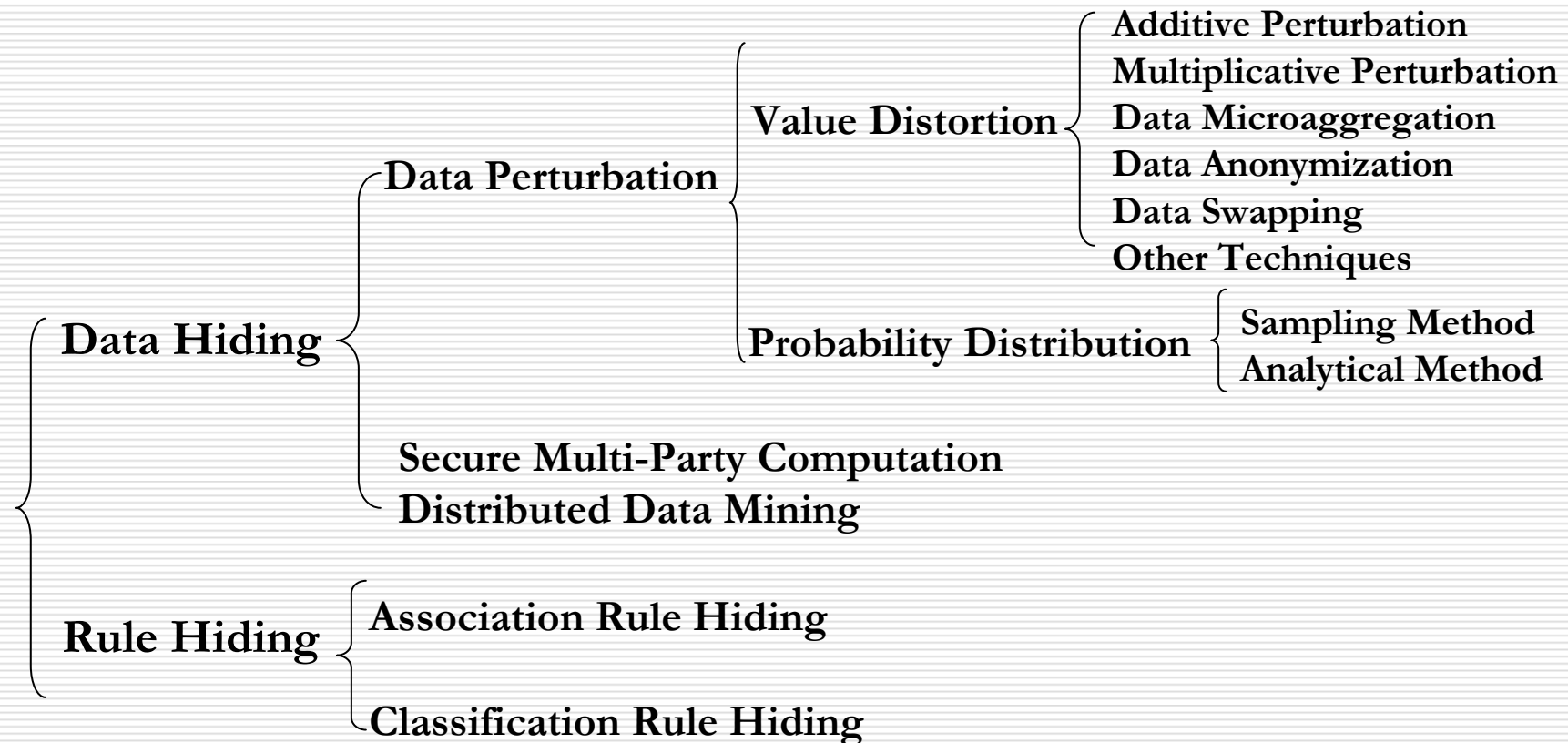


# Backup Slides

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# Overview of PPDM

backup

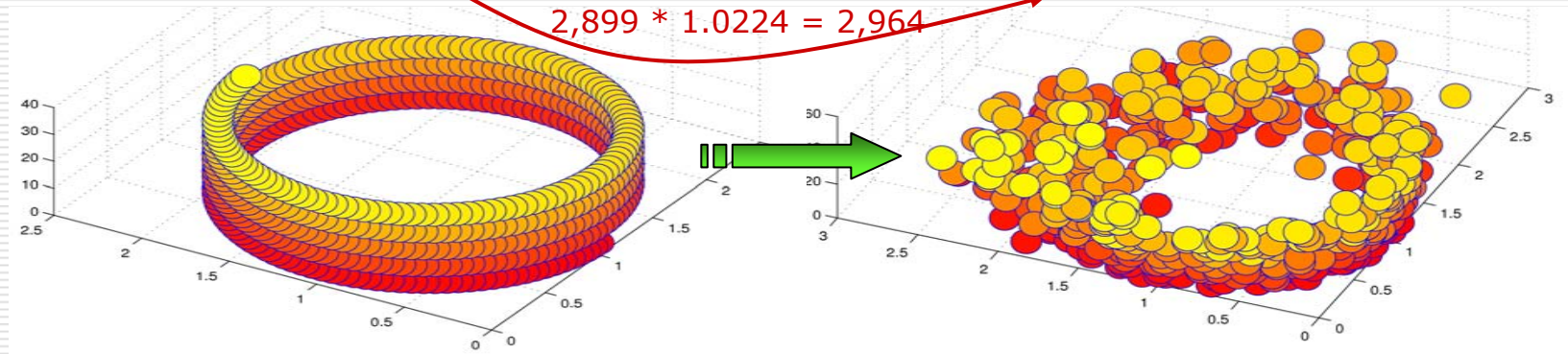


# Traditional Multiplicative Noise

backup

ID	1001	1002
Wages	98,563	83,821
Rent	1,889	1,324
Tax	2,899	2,578

ID	1001	1002
Wages	116,166	85,396
Rent	1,878	1,381
Tax	2,964	2,135



## □ Properties:

- $y_{ij} = x_{ij} \times r_{ij}$ , where  $x_{ij}$  is the private data,  $r_{ij} \sim N(1, \sigma)$  [Kim03].
- Each data element randomized independently.
- Original Mean and variance can be estimated from perturbed data.
- Equivalent to additive perturbation after a logarithmic operation.
- Not preserve Euclidean distance.

# Knowledge Hiding backup

---

- What is disclosed?
  - the data (modified somehow)
- What is hidden?
  - some “sensitive” knowledge (*i.e.* secret rules/patterns)
- How?
  - usually by means of data sanitization. The data which we are going to disclose is modified, in such a way that the sensitive knowledge can no longer be inferred, while the original database is modified as less as possible.

# Privacy-aware Knowledge Sharing

---

backup

- What is disclosed?
  - the intentional knowledge (*i.e.*, rules , patterns, models)
- What is hidden?
  - the source data
- The central question
  - Do the data mining results themselves violate privacy



# Privacy-aware Knowledge Sharing

backup

Age = 27, Zip = 15254, Christian- $\rightarrow$ American  
(sup\_count = 758, confidence = 99.8%)

Age = 27, Zip = 15254- $\rightarrow$ American  
(sup\_count = 1518, confidence = 99.9%)

$\text{sup\_count}(27, 15254, \text{Christian}) = 758 / .998 = 759.5$   
 **$\text{sup\_count}(27, 15254, \text{Christian}, \neg \text{American}) = 759.5 * 0.002 = 1.519$**

$\text{sup\_count}(27, 15254) = 1518 / 0.999 = 1519.5$   
 **$\text{sup\_count}(27, 15254, \neg \text{American}) = 1519.5 * 0.001 = 1.5195$**

Age = 27, Postcode = 45254,  $\neg$  American- $\rightarrow$ Christian  
(sup\_count  $\approx$  1.5, confidence  $\approx$  100.0%)

This information refers to my France neighbor.... he is Christian!

# Known Input-Output Attack backup

$$\boxed{\begin{bmatrix} Y_{n \times k} & Y_{n \times (m-k)} \end{bmatrix}} = M_{n \times n} \boxed{\begin{bmatrix} X_{n \times k} & X_{n \times (m-k)} \end{bmatrix}}$$

KNOWN

## □ Closed-form Expression of $\Omega$

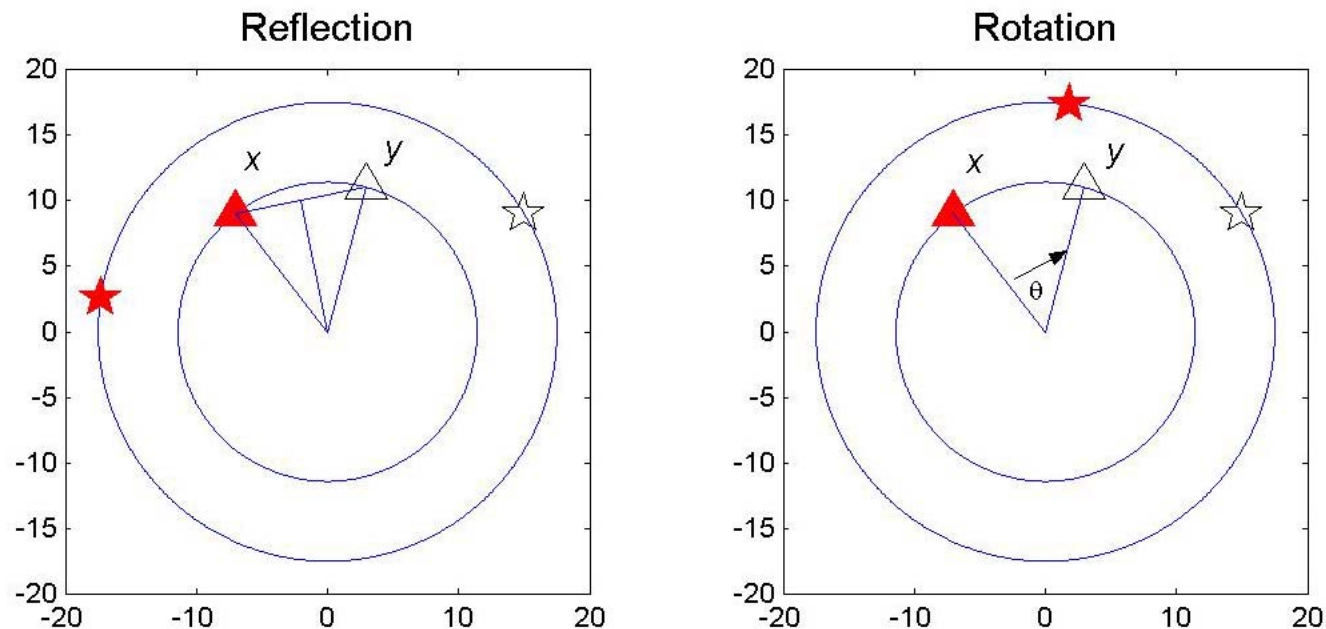
$$\Omega = \{ \hat{M} \in O_n : M X_{n \times k} = Y_{n \times k} \}$$

$$= \{ M (U_k U_k^T + U_{n-k} P U_{n-k}^T) : \forall P \in O_{n-k} \},$$

where  $U_k$  is the orthonormal basis for the column space of  $X_{n \times k}$ ,  
 $U_{n-k}$  is the orthonormal basis for the orthogonal complement  
of the column space of  $X_{n \times k}$ .

# Known Input-Output Attack backup

---



Special case in 2D space: when  $k = 1$  and  $n = 2$ .  
The attacker can't distinguish rotation and reflection.

# Known Input-Output Attack backup

---

- Properties of the Probability of Privacy Breach
  - Attacker can compute the probability of privacy breach for a given private record and a relative error bound  $\varepsilon$ .
  - The larger the  $\varepsilon$ , the higher the probability of privacy breach.
  - The closer the private record is to the column space of the known records, the higher the probability of privacy breach.
  - The distance  $d(x_i, X_{n \times k})$  can be computed from the perturbed data.

# Known Sample Attack backup

---

- The principal eigenvectors of the original data have experienced the same distance preserving perturbation as the data itself.

Let  $Y = MX$ , we have  $Z_Y = MZ_X D$ ,

where  $Z_Y$  is the eigenvector matrix of the covariance of  $Y$ ;

$Z_X$  is the eigenvector matrix of the covariance of  $X$ ;

and  $D$  is a diagonal matrix with each entry on the diagonal  $\pm 1$ .

- $Z_Y$  can be computed from the perturbed data,  $Z_X$  can be estimated from the sample data. (See dissertation for choice of  $D$ , details omitted. )
- Attacker uses  $Z_X$ ,  $Z_Y$  and  $D$  to recover  $M$ , and therefore  $X$ .

# Known Sample Attack Experiments

backup

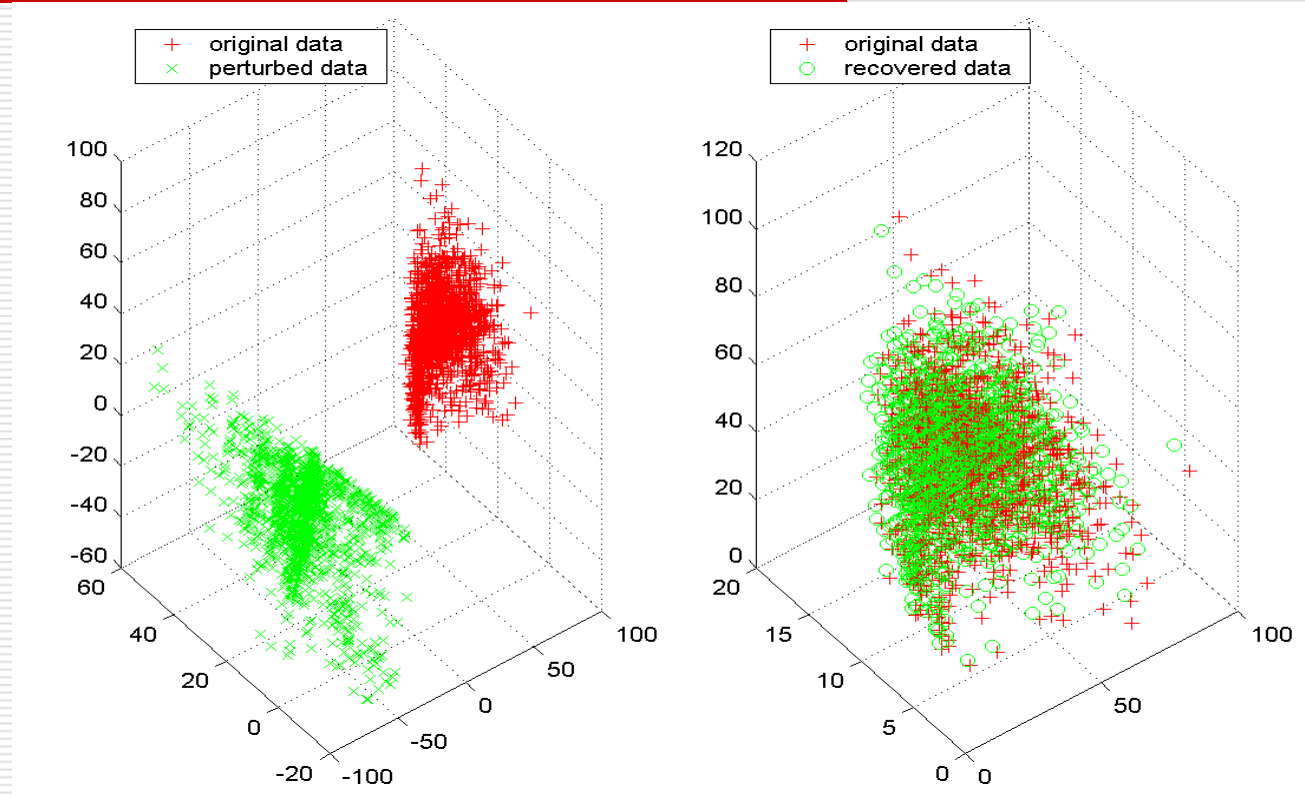


Fig. Known sample attack for Adult data with 32,561 private tuples. The attacker has 2% samples from the same distribution. The average relative error of the recovered data is 0.1081 (10.81%).

# Known Sample Attack Experiments

backup

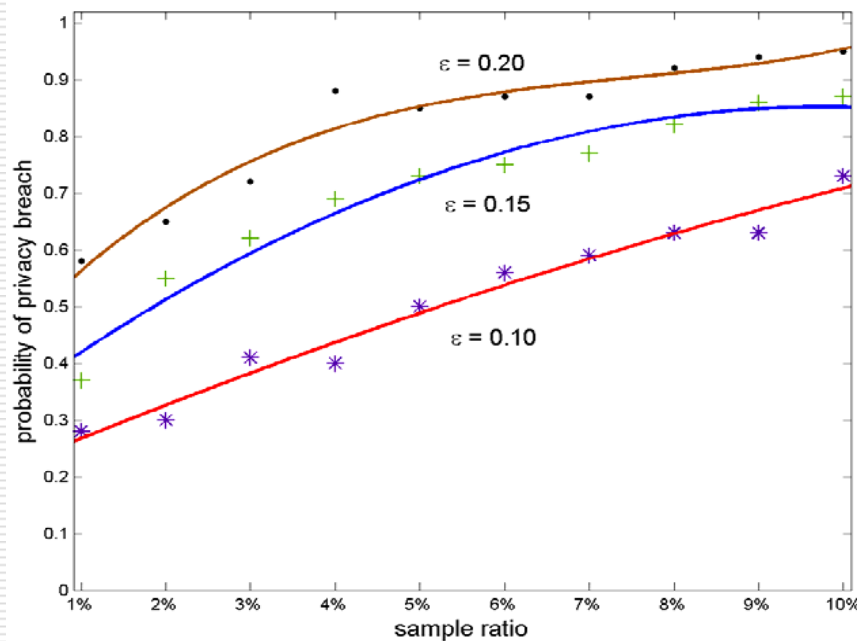


Fig. Probability of privacy breach w.r.t. attacker's sample size. The relative error bound  $\epsilon$  changes from 0.10 to 0.20. (Adult data with 32,561 private tuples)

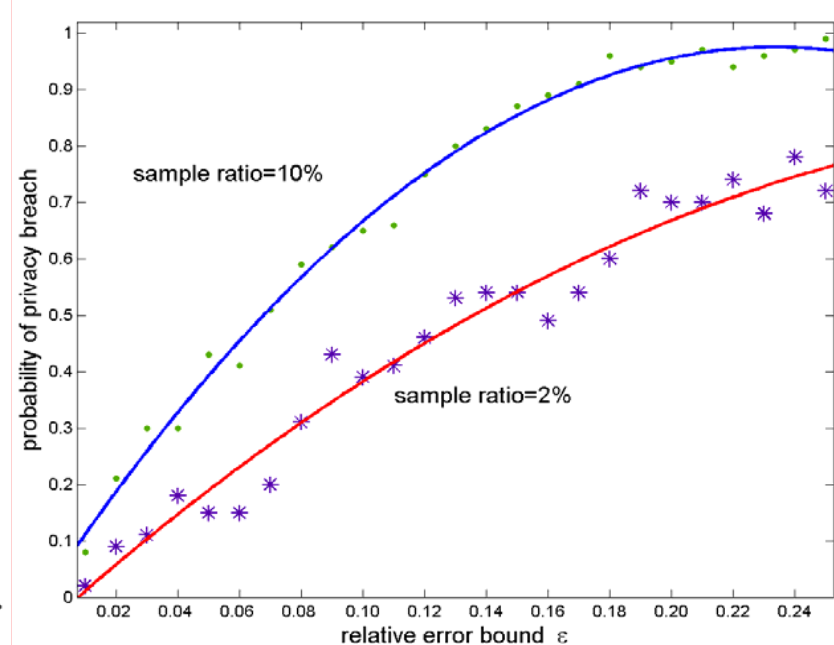


Fig. Probability of privacy breach w.r.t. the relative error bound  $\epsilon$ . The sample ratio is fixed to be 2% and 10%. (Adult data with 32,561 private tuples.)

# Effectiveness of Known Sample Attack backup

---

- Covariance Estimation Quality
  - Larger sample size gives attacker better recovery
  - Robust covariance estimator helps to downweight the influence of outliers
- p.d.f. of the Data
  - The greater the difference between any pair of eigenvalues of the covariance, the higher the probability of privacy breach
- More details can be found in the dissertation.



# Independent Component Analysis

- Basic Model

$$Y_{k \times m} = M_{k \times n} X_{n \times m} = \begin{bmatrix} m_{11} & m_{12} & \dots & m_{1n} \\ m_{21} & m_{22} & \dots & m_{2n} \\ \dots & \dots & \dots & \dots \\ m_{k1} & m_{k2} & \dots & m_{kn} \end{bmatrix} \begin{bmatrix} x_1(t_1) & x_1(t_2) & \dots & x_1(t_m) \\ x_2(t_1) & x_2(t_2) & \dots & x_2(t_m) \\ \dots & \dots & \dots & x_3(t_m) \\ x_n(t_1) & x_n(t_2) & \dots & x_n(t_m) \end{bmatrix}$$
- ICA Estimation

  - To find a matrix  $W$  such that  $WY = WMX = X$
- Nongaussian is Independent

  - Central limit theory - sum of random variables has a distribution closer to Gaussian than any of the original random variables.
  - ICA looks for a  $W$  that maximizes the nongaussianity of  $WY$ .
- Measures of Nongaussianity

  - Kurtosis:  $\text{kurt}(x) = E[x^4] - 3E^2[x^2]$
  - Negentropy:  $J(x) = H(x_{\text{gaussian}}) - H(x)$
  - Mutual information:  $I(x_1, x_2, \dots, x_n) = \sum_{i=1}^n H(x_i) - H(x)$

# Random Projection

backup

## Relative Errors in Computing the Inner Product of Two Attributes

k	Mean(%)	Var(%)	Min(%)	Max(%)
100(1%)	<b>9.91</b>	0.41	0.07	23.47
500(5%)	<b>5.84</b>	0.25	0.12	18.41
1000(10%)	<b>2.94</b>	0.05	0.03	7.53
2000(20%)	<b>2.69</b>	0.04	0.01	7.00
3000(30%)	<b>1.81</b>	0.03	0.27	6.32

## Relative Errors in Computing the Euclidean Distance of the Two Attributes

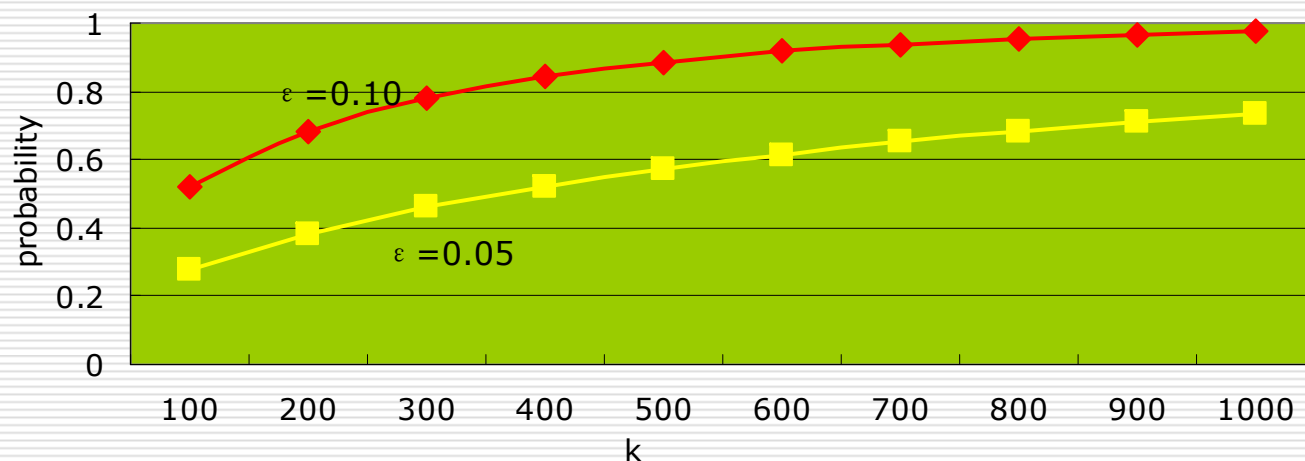
k	Mean(%)	Var(%)	Min(%)	Max(%)
100(1%)	<b>10.44</b>	0.67	1.51	32.58
500(5%)	<b>4.97</b>	0.29	0.23	18.32
1000(10%)	<b>2.70</b>	0.05	0.11	7.21
2000(20%)	<b>2.59</b>	0.03	0.31	6.90
3000(30%)	<b>1.80</b>	0.01	0.61	3.91

Adult data from UCI Repository. The first 10,000 elements of attributes *fnlwgt* and *education-num*.

# Random Projection

backup

$\Pr\{(1-\eta) \|x-y\|^2 \leq \|u-v\|^2 \leq (1+\eta) \|x-y\|^2\} = \int_{k(1-\eta)}^{k(1+\eta)} f(t;k) dt, \eta > 0$   
where  $f(t;k)$  is the p.d.f. of chi-square distribution with  $k$  degrees of freedom.



The probability of the accuracy of random projection w.r.t.  $k$  and  $\epsilon$ . Each entry of the random matrix is i.i.d., chosen from a Gaussian distribution with mean zero and constant variance.

The probability that relative error is bounded within  $(1 \pm \eta)$  increases proportionally with  $k$ .

# Maximum a Posteriori (MAP) Test backup

---

- Given a binary hypothesis testing experiment with outcome  $s$ , the following rule leads to the lowest possible value of  $P_{\text{ERROR}}$ :

$$s \in A_0 \text{ if } \text{Prob}\{H_0 | s\} \geq \text{Prob}\{H_1 | s\}; \quad s \in A_1 \text{ otherwise.}$$

- Here  $P_{\text{ERROR}} = \text{Prob}\{A_1 | H_0\} \text{Prob}\{H_0\} + \text{Prob}\{A_0 | H_1\} \text{Prob}\{H_1\}$ .
- The test design divides  $S$  into two sets,  $A_0$  and  $A_1 = A_0^c$ . If the outcome  $s$  is in  $A_0$ , the conclusion is *accept*  $H_0$ . Otherwise, the conclusion is *accept*  $H_1$ .

# MAP Known Input-Output Attack backup

$$\boxed{\begin{bmatrix} Y_{k \times p} & Y_{k \times (m-p)} \end{bmatrix}} = \frac{1}{\sqrt{k} \sigma_r} R_{k \times n} \boxed{\begin{bmatrix} X_{n \times p} & X_{n \times (m-p)} \end{bmatrix}}$$

KNOWN

- Assumption I: Attackers' best knowledge of  $f(X)$  is it is uniform.
- Assumption II: Attacker has no other background knowledge, *i.e.*,  $\theta = \emptyset$ .

$$\begin{aligned} \hat{x}_{MAP} &= \arg \max_x f(\mathbf{x} = x \mid \frac{1}{\sqrt{k}} \mathbf{R} \mathbf{x} = y, \frac{1}{\sqrt{k}} \mathbf{R} \mathbf{X}_p = Y_p), \\ &= \arg \max_x (2\pi)^{-\frac{1}{2}k(p+1)} \det\left(\frac{1}{k} \bar{X}^T \bar{X}\right)^{-\frac{1}{2}k} \text{etr}\left(-\frac{1}{2} \bar{Y} \left(\frac{1}{k} \bar{X}^T \bar{X}\right)^{-1} \bar{Y}^T\right), \\ &\text{where } r_{ij} \sim N(0,1), \bar{X} = [x \ X_p], \bar{Y} = [y \ Y_p], \bar{X} \text{ has full column rank.} \end{aligned}$$