A highly efficient technique for hiding data behind images or any other digital media and to make them more secure from the intruders is proposed. There are concepts like digital watermarking, image steganography [3], fingerprinting that are intended for the same purpose but with slight variations. In this context, cryptography can also be used to ensure security of data but the difference between the former ones and the latter, to be told in a nut shell, is the concept of steganography [9] keenly focuses on keeping the existence of a message secret whereas the cryptographic techniques revolves around keeping the contents of the message secret and safe from the intruder. There are security threats when the above said techniques are used individually to protect and keep information secret. Hence we propose a technique where we hide the data behind any digital media, here behind an image and to have its existence secretive, we put the image with hidden data into a QR code and use a powerful encryption algorithm.
An Efficient Technique for Data Hiding with use of QR Codes-Overcoming the Pros and Cons of Cryptography and Steganography to Keep the Hidden Data Secretive

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**Index Terms**

Computer Science  
Security
Keywords
Cryptography  data hiding  steganography  water marking  QR codes.