Abstract

Association rule mining is one of the most used techniques of data mining that are utilized to extract the association rules from large databases. Association rules are one of the most significant assets of any organization that can be used for business growth and profitability increase. It contains sensitive information that threatens the privacy of its publication and it should be hidden before publishing the database. Privacy preserving data mining (PPDM) techniques is used to preserve such confidential information or restrictive patterns from unauthorized access. The pattern can be represented in the form of a frequent itemset or association rule. Also, a rule or pattern is marked as sensitive if its disclosure risk is above a given threshold. This paper discusses the current techniques and challenges of privacy preserving in association rule mining. Also, presentation of metrics used to evaluate the performance of those approaches is also given. Finally, Interesting future trends in this research body are specified.
References

19. Peng Cheng, J.-S.P., Chun-Wei Lin, Use EMO to Protect Sensitive Knowledge in


**Index Terms**

Computer Science  
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**Keywords**

Privacy preserving data mining, Association Rule, Hiding Approaches.