Improved the Location Privacy Preserving Method in Location based Services using Modified Bloom Filter

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Abstract

The increasing technology of smart device used GPS based service for the positing of location. The location of user and server disclose the actual position of location. The actual location of position faced a problem of threats. The privacy of real position of server and user is major issue in GPS enabled smart devices. In this paper proposed location privacy preservation algorithm using improved bloom filter. Bloom filter is basically data structure and map the single bit information. The proposed method based on two basic processing feature of GPS area of interest (AOI) and position of interest (POI). The proposed algorithm validated the real location of privacy preservation. The proposed algorithm preserves location privacy at low computational and communication cost.

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**Keywords**

LBPS, privacy preserving, bloom filter, Google map