Internet is used as a leading object for simple and effective communication because of advancements technology and science. Several users access the internet and maintain their information by the help of various medium in secure and effective way. Security of information is provided by digital water marking and cryptographic techniques for patent defences, fiddle recognition and content authentication of digital information. In this paper, a widespread survey of several techniques for data hiding are explained briefly which deals with secure and private multimedia information and its accuracy. In the information hiding procedure, cryptography and steganography have assumed a noteworthy part in digital media. Information encryption keys shared by image supplier and beneficiary for image encoding and decoding. In the meantime information covering up keys additionally used to install and remove the implanted information from advanced image and obtained the cover pictures. At the extraction side if both secret key and hided information is available than unique information can be recuperated effectively. On the off chance that the beneficiary has keys for both the encryption and information hiding than it can remove the extra information and recuperate the original image.
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