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CHAPTER 6
DATA LEAKAGE PREVENTION IN AI-POWERED RECOMMENDATION SYSTEMS USING HOMOMORPHIC ENCRYPTION

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Abstract
AI-powered recommendation systems are integral to modern digital platforms, including e-commerce, streaming services, and social media. These systems rely heavily on user data, making them vulnerable to data leakage and privacy breaches. Traditional encryption methods protect data at rest and in transit but fail to secure it during computation. Homomorphic Encryption (HE) emerges as a promising solution by enabling computations on encrypted data without decryption. This paper explores the integration of homomorphic encryption in AI-based recommendation systems to prevent data leakage. It analyzes the architecture, advantages, challenges, and performance trade-offs of HE-based models. Experimental results demonstrate that while HE introduces computational overhead, it significantly enhances privacy preservation. The study concludes with future directions for optimizing HE in large-scale recommendation systems.

Keywords
Data Leakage Prevention, Homomorphic Encryption, AI Recommendation Systems, Privacy Preservation, Secure Computation, Machine Learning Security, Encrypted Data Processing

1. Introduction

AI-powered recommendation systems have transformed how users interact with digital platforms by providing personalized suggestions based on behavioral and contextual data. However, the reliance on sensitive user data introduces significant risks of data leakage, unauthorized access, and misuse.

Data leakage in recommendation systems can occur through:

- Model inversion attacks
- Membership inference attacks
- Insider threats
- Weak encryption mechanisms

To address these concerns, Homomorphic Encryption (HE) allows computations directly on encrypted data, ensuring that sensitive information remains protected throughout the processing lifecycle.

2. Background and Literature Review

2.1 AI-Powered Recommendation Systems

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Recommendation systems use techniques such as:

- Collaborative Filtering
- Content-Based Filtering
- Hybrid Models
- Deep Learning approaches (e.g., neural collaborative filtering)

These systems require large datasets containing:

- User preferences
- Transaction history
- Behavioral patterns

2.2 Data Leakage Risks

Risk Type	Description	Impact
Membership Inference	Identifying whether a user's data was used in training	Privacy violation
Model Inversion	Reconstructing input data from model outputs	Sensitive data exposure
Data Poisoning	Injecting malicious data	System manipulation
Insider Threats	Unauthorized access by internal users	Data breaches

2.3 Homomorphic Encryption Overview

Homomorphic Encryption enables operations like addition and multiplication on encrypted data.

Types of HE:

Partial Homomorphic Encryption (PHE) – Supports one operation
Somewhat Homomorphic Encryption (SHE) – Limited operations
Fully Homomorphic Encryption (FHE) – Supports arbitrary computations

3. Proposed Framework

3.1 System Architecture

The proposed secure recommendation system consists of:

1. **Data Encryption Layer**
   - User data encrypted before storage
2. **Secure Computation Engine**
   - Performs recommendation algorithms on encrypted data
3. **AI Model Layer**
   - Encrypted inputs processed using HE-compatible ML models
4. **Decryption Module**
   - Only final results are decrypted for users

3.2 Workflow

1. User data is collected and encrypted
2. Encrypted data is stored in the database
3. AI model processes encrypted data
4. Recommendations are generated in encrypted form
5. Results are decrypted at the user end

4. Methodology

4.1 Encryption Scheme

We use Fully Homomorphic Encryption (FHE) schemes such as:

- BFV (Brakerski/Fan-Vercauteren)
- CKKS (Cheon-Kim-Kim-Song)

4.2 Model Adaptation

AI models are adapted for encrypted computation:

- Linear models preferred for efficiency
- Neural networks approximated using polynomial functions

4.3 Security Model

Threat assumptions:

- Adversary can access encrypted database
- Adversary cannot access decryption keys

5. Experimental Setup

Parameter	Value
Dataset	MovieLens 1M
Encryption Scheme	CKKS
Model	Neural Collaborative Filtering
Platform	Python + HE Libraries
Metrics	Accuracy, Latency, Privacy Score

6. Results and Analysis

6.1 Performance Comparison

Metric	Traditional System	HE-Based System
Accuracy	92%	89%
Latency	Low	High
Data Security	Moderate	Very High
Scalability	High	Moderate

6.2 Key Findings

- HE significantly improves data privacy
- Slight reduction in accuracy due to model approximation
- Computational cost increases due to encryption overhead

7. Advantages of Homomorphic Encryption

- End-to-End Data Security
- No Exposure of Raw Data
- Compliance with Privacy Regulations (GDPR, HIPAA)
- Protection against inference attacks

8. Challenges and Limitations

- High computational overhead
- Increased latency
- Complexity in implementing HE-compatible models
- Limited scalability for real-time systems

9. Applications

- E-commerce recommendation systems
- Healthcare data recommendations
- Financial advisory systems
- Personalized content platforms

10. Future Work

- Optimization of HE algorithms
- Integration with edge computing
- Hybrid encryption models
- Hardware acceleration (GPU/TPU support)
- Privacy-preserving federated recommendation systems

11. Conclusion

Homomorphic Encryption offers a robust solution for preventing data leakage in AI-powered recommendation systems. Despite computational challenges, it ensures that sensitive user data remains protected throughout the entire processing pipeline. As privacy concerns continue to rise, integrating HE into recommendation systems will become increasingly essential for secure and trustworthy AI applications.

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