Title (en)
METHOD AND APPARATUS FOR OBFUSCATING USER DEMOGRAPHICS

Title (de)
VERFAHREN UND VORRICHTUNG ZUR VERSCHLEIERUNG VON BENUTZERDEMOGRAFIE

Title (fr)
MÉTHODE ET APPAREIL PERMETTANT DE BROUILLER LE PROFIL DÉMOGRAPHIQUE D'UN UTILISATEUR

Publication
EP 2864940 A2 20150429 (EN)

Application
EP 13784040 A 20130610

Priority
• US 201261662618 P 20120621
• US 2013044890 W 20130610

Abstract (en)
[origin: WO2014007943A2] A method to obfuscate the accurate detection of demographic information of a new user who provides ratings to a digital content service having a recommender system includes training an inference engine to detect the 5 demographic information. The training set includes movie ratings and demographic information from a plurality of other users. The new user inputs ratings, such as movie ratings, and the inference engine determines the demographic information of the new user. An obfuscation engine then adds movie ratings to the recommender system which cause an inference engine in the recommender system to fail to accurately detect the demographic information of the new user.

IPC 8 full level
G06N 5/02 (2006.01); G06N 5/04 (2006.01); G06N 7/00 (2006.01)

CPC (source: EP KR)
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Citation (search report)
See references of WO 2014007943A2

Designated contracting state (EPC)
AL AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HR HU IE IS IT LI LT LU LV MC MK MT NL NO PL PT RO RS SE SI SK SM TR

Designated extension state (EPC)
BA ME

DOCDB simple family (publication)
WO 2014007943 A2 20140109; WO 2014007943 A3 20140410; CN 104641386 A 20150520; EP 2864940 A2 20150429; JP 2015521769 A 20150730; KR 20150023433 A 20150305

DOCDB simple family (application)
US 2013044890 W 20130610; CN 201380032943 A 20130610; EP 13784040 A 20130610; JP 2015518432 A 20130610; KR 20147035861 A 20130610