

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property
Organization
International Bureau

(43) International Publication Date
14 October 2021 (14.10.2021)



(10) International Publication Number
WO 2021/205256 A1

- (51) International Patent Classification:
H04L 29/06 (2006.01)
- (21) International Application Number:
PCT/IB2021/052154
- (22) International Filing Date:
16 March 2021 (16.03.2021)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:
16/843,816 08 April 2020 (08.04.2020) US
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- (81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BN, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DJ, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IR, IS, IT, JO, JP, KE, KG, KH, KN, KP, KR, KW, KZ, LA, LC, LK, LR, LS, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PA, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW,

(54) Title: **PRIVACY CENTRIC DATA SECURITY IN CLOUD ENVIRONMENT**

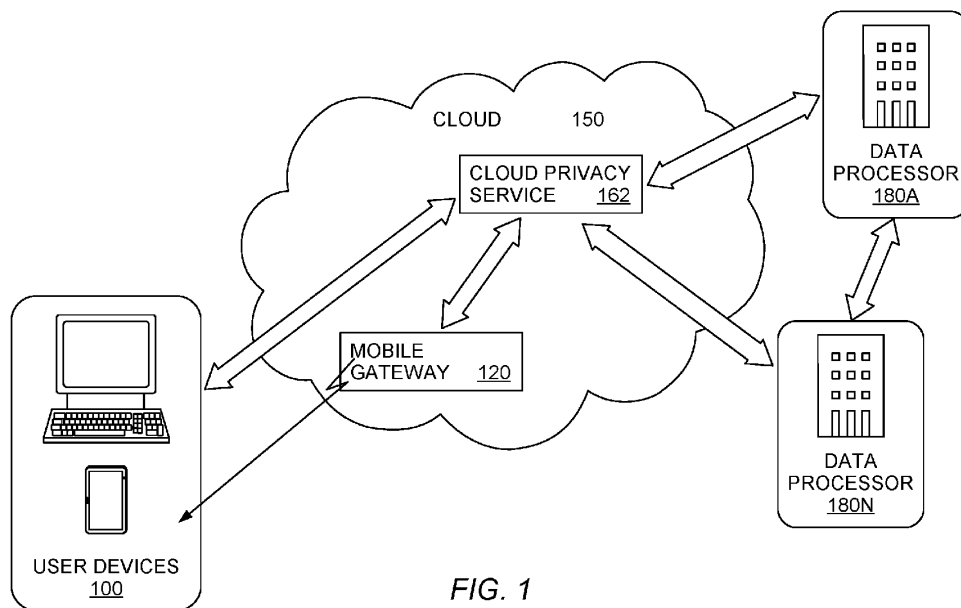


FIG. 1

(57) Abstract: Techniques for privacy centric data security. A request to permit a data processor to access private data associated with a user is received at a cloud data privacy service. The request includes a request for a data access block relating to the private data, and a data filter describing one or more access parameters. The cloud privacy data service generates the first data access block, based on the private data and the data filter. The first data access block is transmitted from the cloud privacy service to a user device, which is configured to transmit the first data access block to the first data processor. The cloud data privacy service receives a request for the private data that includes the first data access block. The cloud data privacy service determines that the first data access block is valid, and grants the first data processor access to the private data.

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SA, SC, SD, SE, SG, SK, SL, ST, SV, SY, TH, TJ, TM, TN,
TR, TT, TZ, UA, UG, US, UZ, VC, VN, WS, ZA, ZM, ZW.

(84) Designated States (*unless otherwise indicated, for every kind of regional protection available*): ARIPO (BW, GH, GM, KE, LR, LS, MW, MZ, NA, RW, SD, SL, ST, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, RU, TJ, TM), European (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, KM, ML, MR, NE, SN, TD, TG).

Published:

— with international search report (Art. 21(3))