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Pursuit of Privacy in the IoT Domain

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Abstract: *The massive web of linked devices and people i.e. "The Internet of Things" (IoT) has become an inevitable segment of all demographics in today's era. With current revolutions in "Industry 4.0", the world is predicted to cater to 64 billion IoT devices by 2025. While consumers relish the "smart of everything" offered in the market, their privacy concerns remain an issue of critical importance. "Online Privacy" of an individual has been a debated matter of interest since the advancements in social media, and with the prevailing developments in the IoT sector for making consumers lifestyle effortless, the volume and variety of personal data gathered is humongous. This collected data of consumers if leaked or used in an unethical manner by businesses can result in privacy threats. This paper addresses various threats and repercussions to consumers that exist through the applications and devices of the IoT world. Further, the paper analyses whether the consumers are well-aware about how their information is being recorded and the extent to which their personal data is shared by them to the businesses and the consequences that can arise to their data. The paper ends with solutions in favour of these consumers to ensure that they are well acquainted with the privacy policies and threats that abide with these devices they use.*

Keywords: Internet of Things, Industry 4.0, Fourth Industrial Revolution, Privacy, Online Privacy

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