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Data Security and Privacy in Cloud Computing

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Abstract: *Information technology has frequently faced serious problems with data security. Because the data is dispersed throughout the globe in the cloud computing environment, it becomes especially serious. The two main reasons users have privacy and data security concerns with cloud technology are data security and privacy protection. Data security and privacy protection are becoming more crucial for the future growth of cloud computing technology in government, industry, and business, even if numerous techniques on the issues of cloud computing have been researched in both academics and industries. Both the hardware and the software in the cloud architecture are affected by difficulties with data security and privacy protection. This study intends to improve data security and privacy protection for a reliable cloud environment by reviewing various security strategies and difficulties from both software and hardware sides for securing data in the cloud. We conduct a comparative research analysis of the literature related to the data security and privacy protection methods utilised in cloud computing in this paper.*

Keywords: Cloud computing, privacy, SaaS, PaaS, IaaS, data security

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