

**First International Workshop on  
Privacy Aspects of Social Web and Cloud Computing (PASWeb-2010)**

URL: <http://www.ifs.tuwien.ac.at/pasweb2010>

To be held in conjunction with the Second IEEE International Conference on Privacy, Security, Risk and Trust (PASSAT2010), Minneapolis, USA, August 19-22, 2010



Web 2.0 has changed the technological landscape the Internet computing world today. One of the most important outcomes of Web 2.0 is to turn the web from a read-only medium to a read-write environment. As a result, volume of the data on the web is doubled since the emergence of Web 2.0 technologies and huge amount of data is created by web community every day via social networks, digital contributions and data feeds. Consequently, data mining in the user generated entities and extracting the derived knowledge and information patterns are the new threat to privacy of individuals. Similarly, data is increasingly stored “in the cloud” and users may not be aware of privacy aspects involved. Not only does the provider have access to (unencrypted) data but user authentication relies on passwords only. The goal of this workshop is to raise awareness about privacy aspects of social web and cloud computing and bring together experts from academia, industry, government and law enforcement who are interested in advancing the state of the art in social computing and privacy topics by exchanging their knowledge, results, ideas and experiences. Topics of interest include, but are not limited to:

- Social and ethical aspects of Social Networks
- Trustworthy Information sharing on Social Web
- Trustworthy Information sharing on Clouds
- User privacy and treats
- Information flow security
- Organizational/user privacy policies
- Anonymity and identity
- Scams in Social Networks
- Data Security in Social Networks
- Data Security in Cloud environments

**Workshop Paper Submission:**

Papers should be in IEEE conference paper style, be 6 pages or less in length, and be in MS Word or PDF format. Submit your paper using the ConfDriver system at the following URL: <http://confdriver.ifs.tuwien.ac.at/pasweb2010> .

All papers will be peer reviewed. If accepted, at least one of the authors must attend the conference to present the work in order for the paper to be included in the IEEE Digital Library.

**Important Dates:**

Submission Deadline: May 15, 2010

Author Notification: June 1, 2010

Proceedings Version: June 15, 2010

Workshop: August 19-22, 2010

**Workshop Organizing Committee**

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