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(57) Abstract :  
IMPLEMENTATION OF TECHNIQUES TOWARDS SECURITY AND PRIVACY FOR EDGE AI IN IOT/IOE-BASED DIGITAL MARKETING ENVIRONMENTS An edge networking entity configured to provide connectivity to a terminal entity. The intelligent computing entity sends a request message related to a type of action predefined by a service profile when an abnormal situation. A computer-implemented method in a data processing system for customizing digital media marketing messages using customer behavior data, the computer-implemented. A level of marketing directed toward a customer using a risk assessment score, the computer implemented. Responsive to the risk assessment score indicating that the customer is the undesirable customer, initiating aggressive marketing disincentives targeted to the undesirable customer. Initiating moderate marketing incentives targeted to the customer, wherein moderate marketing incentives comprise marketing incentives that are cheaper to generate and present to the customer than aggressive marketing incentives. Receiving, by the processor, neural network information from the edge device.

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