
Public Engagement and Dissemination Report

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Abstract

The objectives of this deliverable are to report on the planning and implementation of the dissemination activities undertaken as part of the Privacy&Us Innovative Training Network (ITN) in the period November 2016 – November 2017 (M1 to M24). The deliverable is composed of two main parts: the first provides an updated plan for the dissemination activities of the project including the dissemination goals, target audiences, and dissemination strategies; the second part provides a report on the second year of dissemination activities.

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1 Introduction

This document describes the strategic communication plan related to how the Privacy&Us Innovative Training Network (ITN) and how its results are disseminated to the different stakeholders (citizens, enterprises, governments, scientific community, etc.) as well as how the feedback will be collected during the development of the project.

To reach the relevant audiences, the project uses various dissemination channels including, but not limited to web and social media presence, participation in, and publication at, workshops, internationally established conferences, keynote talks and lectures, articles in well-established journals.

The project website is regularly updated with all the relevant results, news, publications, public deliverables, and calls for direct participation. The objective of the dissemination activities is to create a community of stakeholders that will follow the progress of Privacy&Us and be informed of the training and research activities of the Early Stage Researchers (ESRs). In this way, Privacy&Us will encourage the development and stimulate the adoption of good practice guidelines and technologies in the area of privacy and usability. By collaborating with national, European and international authorities, the ultimate objective will be to advance the state of the art of usable tools for protecting citizens' privacy.

The rest of the deliverable is organized as follows. We discuss the goals of our dissemination efforts, along with our target audiences, then, we detail the strategies which we plan to follow, and conclude with a report of the dissemination activities to date.

2 Dissemination Goals

The Privacy&Us ITN is inherently innovative and interdisciplinary. Its main research objective is to bridge the gap between research and innovation on technical aspects of privacy on one hand, and legal, ethical, and human-factor aspects on the other hand. As such, our ITN makes a major effort to communicate and disseminate its results to the scientific community, government, professionals in the industry, and the general public, aiming to emphasize foundational insight into the training and research methods developed by this project with respect to all aspects of privacy.

3 Target Audiences

As discussed in D7.1, our main audiences are:

- The scientific community;
- Privacy practitioners;
- Public bodies, regulators and industry; and
- Civil society.

In particular, we aim to target these audiences as discussed in the following.

Scientific Community. The dissemination of the project's results with respect to the scientific community is mainly achieved by means of peer-reviewed publications in reputable conferences and journals in the broad privacy domain, including but not limited to conferences, such as the Privacy Enhancing Technologies Symposium (PETS), ACM Workshop on Privacy in the Electronic Society (WPES), ACM Symposium On Usable Privacy and Security (SOUPS), ACM Conference on Human Computer Interaction (CHI), IEEE Symposium on Security & Privacy (SP), IEEE European Symposium on Security & Privacy (EuroSP), the European Symposium on Research in Computer Security (ESORICS), the Workshop on Usable Security (USEC), IFIP Information Security and Privacy Conference (SEC). We are also engaging with the scientific community by giving invited talks and lectures, as well as participating in international schools and seminars, like the IFIP or the FOSAD Summer Schools. The Privacy&Us project is particularly engaging in co-organising the interdisciplinary IFIP Summer Schools on Privacy and Identity Management contributing with workshop, lectures and PhD student presentations and papers by Privacy&Us members.

Privacy Practitioners. We also attend and contribute to venues where technology, security, and/or privacy enthusiasts gather, such as the Computers, Privacy & Data Protection conference (CPDP), as well as “crypto-parties”, which several key personnel have regularly attended. Moreover, the ESRs, with guidance from their supervisors and co-supervisors, will eventually write general audience articles targeting non-specialist readers, to be submitted to large-audience magazines, such as IEEE Computer, Communications of ACM, IEEE Security and Privacy, User Experience Professionals Association's User Experience Magazine.

Public bodies, regulators and industry. Partners will promote the Privacy&Us project to local authorities and governments, aiming to generate larger visibility of the research results and engage at venues like the Computers, Privacy & Data Protection conference (CPDP) that are regularly attended by policy makers and legal scholars/practitioners. Moreover, the Data Protection Authority of the German state of Schleswig-Holstein (Unabhaengiges Landeszentrum fuer Datenschutz, ULD), together with non-beneficiaries partners Austrian Data Protection Authority (ESB) and the Bavarian Data Protection Authority (LDA), will liaise with other data protection authorities, at the national and EU level, in order to disseminate the results of the project as well as to provide feedback about the project.

Society. Consortium members will provide training for school teachers about privacy, aiming to provide the necessary knowledge and tools to teach privacy to children and teenagers, focusing on the usage of social networks (such as Facebook) and the use of smartphones. Also, WU Vienna will develop one integrated course structure on privacy targeting relevant professional communities, such as the European association of computer science professionals and/or the European data protection authorities.

4 Dissemination and Communication Strategies

The dissemination activities planned as part of the project can be grouped as follows:

1. Project web site;
2. Social media;
3. Press releases;
4. Scientific publications;
5. Whitepaper and general audience publications;
6. Talks and invited presentations;
7. Open-source code;
8. Interaction with other ITNs;
9. Courseware;
10. Interaction with Data Protection Authorities;
11. Information material; and
12. Organization of events.

Table 1 provides an overview of the plans for dissemination activities along with performance indicators and target audience. A detailed description is given afterwards. (Note that we added Interaction with Data Protection Authorities compared to D7.1).

4.1 Project Website

In December 2015, Emiliano De Cristofaro (UCL), leader of the Dissemination Workpackage (WP7), registered the domain privacyus.eu and obtained an SSL certificate through letsencrypt.org, so that the website is securely reachable, over HTTPS, at <https://privacyus.eu>.

The website plays a significantly role with respect to the visibility of the Privacy&Us project. To this end, it provides all the relevant content and information about partners and ESRs to audiences with diverse background. The website is hosted at UCL on a secure virtual machine administered by the Technical Support Group of the Computer Science Department.

Overall, the website is designed according to some basic principles—specifically, aiming to provide:

- A simple & clean structure;
- Fast and easy access to available information;
- Open-access availability of all publications and deliverables;
- The ability for all project partners to easily upload and/or update information on the site'
- Best-effort compatibility with all popular web browsers and mobile devices;

4.2 Social Media Presence

In September 2015, we opened a profile on the Twitter social network and used it to advertise the ESR positions. The Twitter profile is also used to disseminate all the achievements

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Action	Description	Performance Indicators	Target Values	Target Audience
Website	Project website: information about the project technological and scientific results	Unique visits to the web site	2500 unique visits per month	Community at large
Social media presence	Posting updates and information about the project via Twitter	Engagement with Privacy&Us Twitter account	100 engagements per month at the end of the project	Media and general public
Press releases	Broadcasting important updates and milestones	Engagement with the press	1-2 press releases per year	Media and general public
Scientific Publications	Publications in leading journals, conference, workshops and public project deliverables	Number of accepted articles	One peer-reviewed article per year per ESR	Scientific community and industry
General audience publications	Whitepapers and articles for general audience, society, and regulators	Number of articles published	One article per ESR by the end of the project	Society, industry, regulators
Talks and presentations	Attendance at conferences, workshops, and various events	Number of events attended	Two events per year per partner	Scientific community, practitioners, industry
Open-source code releases	Release of open-source (Creative Commons License) code and projects	Number of releases	5-10 releases by the end of the project	Scientific community, practitioners
Interaction and coordination with other ITNs	Identification and coordination with related ITNs	Number of projects	At least 2 projects	Scientific and industry community
Organizing events	Co-organizing relevant events, such as summer and winter schools	Number of events	At least 1-2 events per year	Scientific community, practitioners, industry, regulators
Courseware	Production and release of online educational material	Number of online courses	2-4 online courses per year	Society, scientific community
Interaction with DPAs	Feedback from and dissemination of research activities to Data Protection Authorities	Number of interactions	2-3 interactions per year	Data Protection Authorities, Policy Makers
Information material	Digital and printed material on Privacy&Us information, activities and achievements	Amount of information material produced	At least 1 flyer and 1-2 posters per year	Community at large

Table 1: Dissemination Strategy.

and relevant information (e.g., press release, publications), as well as blog posts and news about privacy. Twitter will also be used to get feedback from the general public about specific decisions when convenient.

The Privacy&Us's Twitter profile is available at https://twitter.com/privacyus_itn. The Twitter page is depicted in Figure 1.



Figure 1: The Privacy&Us Twitter page (https://twitter.com/privacyus_itn).

4.3 Press Releases

Significant achievements and key milestones of Privacy&Us will be written in the form of press releases. These will be placed on the project's website and disseminated through social media and electronic press. The press releases will be short and incorporate key elements that make the project interesting or successful.

We aim to make press release understandable to those who are not experts in the specific domain and possibly inspire a newspaper article. When appropriate, we will rely on experts in relevant public relations offices at universities and companies part of the consortium.

4.4 Scientific Publications

4.4.1 Peer-reviewed Publications

The multidisciplinary challenges around which the Privacy&Us project will train ESRs and advance the state of the art are important for several scientific communities. Therefore, the lessons learned and the results related to the scientific progress will be relevant for journals, conferences, and workshops that the consortium will consider for the publications.

Naturally, we expect ESRs to start by publishing at less competitive venues, such as workshops and summer schools, especially in the first project year, and gradually improve the quality of the venues as they progress throughout their training and PhD studies. At least during the second half of their PhD studies, the ESRs should however also start to target prestigious scientific publication channels, including the following ones:

Journals. Academic journals we will target include:

- International Journal of Human Computer Interaction;

- ACM Transactions on Privacy and Security;
- Journal of Pervasive and Mobile Computing;
- ACM Transactions on Human-Computer Interactions;
- IEEE Transactions on Dependable and Secure Computing;
- International Journal of Information Security;
- ACM Journal of Computer Security;
- Law & Society Review
- European Data Protection review
- Computer Law & Security Review; and
- Journal of Privacy and Confidentiality.

Conferences & Workshops. We also aim at presenting the results obtained at top-tier conferences, and specialized workshops. Compared to journals, these events also provide the opportunity to increase visibility, engage the scientific community, and obtain quality feedback. We will target the most important and influential conferences in the related domains, including but not limited to:

- Privacy Enhancing Technologies Symposium (PETS);
- ACM Workshop on Privacy in the Electronic Society (WPES);
- ACM Symposium On Usable Privacy and Security (SOUPS);
- ACM Conference on Human Computer Interaction (CHI);
- IEEE Symposium on Security & Privacy (SP);
- IEEE European Symposium on Security & Privacy (EuroSP)
- the European Symposium on Research in Computer Security (ESORICS),
- the Workshop on Usable Security (USEC);
- ACM Conference on Communications and Systems Security (CCS);
- ISOC Symposium on Network and Distributed Systems Security (NDSS);
- IFIP Information Security and Privacy Conference (SEC);
- Computers, Privacy & Data Protection conference (CPDP)
- IFIP Summer School on Privacy & Identity Management (IFIP-SC).

4.4.2 Public Project Deliverables

The Privacy&Us will produce the following public project deliverables that will be published at the project's website. They are listed in Table 2 (the * indicates the deliverables that were approved and are already available in the project website).

Deliverable	Deliverable Title
D1.1	Recruitment *
D1.2	Supervisory Board of Privacy&Us *
D1.3	Progress Report *
D1.4	Draft Periodic Report
D1.6	Ethics *
D2.1	Requirements Analysis *
D2.2	Description of Technological Artifacts
D2.3	Technological Artifacts
D3.1	The Initial Models *
D3.2	The Detailed Models
D3.3	Validation Experiments and Results
D3.4	Model-based Recommendations
D4.1	User Interface Requirements *
D4.2	User Interface Designs and Prototypes
D4.3	Validation Experiment and Results
D4.4	Refined User Interfaces and User Studies
D5.1	Privacy Principles
D5.2	Risk Assessment
D5.3	Risk Mitigation
D5.4	Risk Awareness Creation
D6.1	Results of the First Training Event *
D6.2	Results of the Second Training Event *
D6.3	Results of the Third Training Event
D6.4	Results of the Fourth Training Event
D6.5	Results of the Fifth Training Event
D6.6	Results of the Sixth Training Event
D6.7	Researcher Declarations and Career Development *
D7.1	First Public Engagement and Dissemination Report *
D7.2	Second Public Engagement and Dissemination Report
D7.3	Third Public Engagement and Dissemination Report
D7.4	Fourth Public Engagement and Dissemination Report

Table 2: Privacy&Us public deliverables.

4.5 General Audience Publications

Aside from peer-reviewed scientific conferences and journals, we will also target broad, general-audience publications, aiming to reach non-specialist readers. The goal is to break down more technical results to clarify the main innovation and training activities to non-experts that have interest around privacy and usability, aiming to facilitate dissemination of results as well as

establish collaborations and dialogues with non technical communities and other areas of information technology.

To this end, the ESRs, with guidance from the their supervisors and co-supervisors, will also write general audience articles to be submitted for publications at large-audience magazines, such as:

- IEEE Computer;
- Communications of ACM;
- User Experience Professionals Association's User Experience Magazine;
- IEEE Security and Privacy.

4.6 Talks & Presentations

Due to their seniority in the related scientific fields, several members of the Privacy&Us consortium are frequently invited to deliver keynote talks and lectures, and to participate in panels. This represents a great opportunity to present the work around Privacy&Us, as the community considers them to be the leaders in the respective domains.

We will also encourage ESRs to give presentations at various events, besides, obviously, conferences and workshops where they present their papers. This can include “lightning talks” and “rump session” talks at conferences and events, as well as PhD forums, PhD schools, etc.

4.7 Open-Source Code

Aiming to make it easier for the scientific community and practitioners to build on the work and the results produced as part of Privacy&Us, we will publish the source code of all implementations developed throughout the project. Specifically, code will be published on the website under Creative Commons Licenses (CCL).

This will allow other research and engineering teams to expand, continue, and improve the work during and after the lifetime of Privacy&Us. Working on open-source projects will also stimulate collaborations within the consortium and with other teams worldwide, as well as significantly increase real-world impact of the work made as part of the project.

4.8 Interaction & Coordination with Other ITNs

The coordinators of the Privacy&Us will actively pursue the interaction and coordination with other ITNs, in order to support the exchange of ideas, feedback on training activities as well as operational aspects of the project, etc. The main goal is to reinforce and establish contacts, gather comments on the overall work, increase dissemination of the ITN, and seek further collaborations during and after the lifetime of the project.

4.9 Courseware

Privacy&Us will offer online course material for its planned distance courses. The platform selected for managing our online courses is Moodle (<https://moodle.org>), an open source learning platform.

4.10 Information material

To promote Privacy&Us, we will produce flyers and posters to be distributed in events that are attended by our beneficiaries and partner organizations.

4.11 Attending & Organizing Relevant Events

Finally, we expect ESRs and members of the consortium to attend and organize relevant events, such as PhD schools, conferences, and workshops. This will provide visibility of and to ESRs and key project stakeholder, and also provide feedback in terms of research and training activities that will be reported back to the consortium and help improving our activities overall.

5 Evaluation

Over the course of the Privacy&Us project, the evaluation of our dissemination activities will focus on the efforts made by the consortium toward dissemination, as well as the effectiveness of the measures.

In Table 3, we provide a list of targets and actual results, measured in terms of Key Performance Indicators (KPI), while in Section 6, we provide a detailed list of dissemination activities that have taken place from the beginning of the project until November 2016. It is worth noting that, while the project officially started on 1 December 2015, the training activities and the majority of the recruited ESRs¹ started in August 2016. The column M24 (Target) in Table 3 indicates the totals expected for November 2017 (M24).

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6.1 Project Website

The current design of the website includes the following pages:

1. *About*. High-level presentation of the project, details of funding, consortium members;
2. *People*. Details (short biography, picture, link to webpage) of personnel working on the project, divided by:
 - *Early-Stage Researchers* (i.e., PhD students).
 - *Senior Researchers* (i.e., supervisors and second supervisors).

¹The official starting date of two of our ESRs was in September 2016.

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KPI	M12 (Actual)	M24 (Target)	M24 (Actual)	M36 (Target)
Unique website visits per month	1250	2500	2000	3000
Twitter followers/impressions	104/1500	250/2500	139/2000	300/2500
Press releases	3	5	3	6
Peer-Reviewed Publications by ESRs	0	12	10	20
General Audience Publications	5	20	9	30
Talks & Presentations	11	30	33	45
Open-Source Code Releases	0	5	1	5
Interactions with other ITNs	1	2	1	2
Organizing Events	2	4	8	12
Courseware	1	4	3	5
Interactions with DPAs	-	-	3	6
Information Material	2	4	5	8

Table 3: Summary of target and actual dissemination KPIs.

3. *Training.* Information about training activities, events, schools, and other Privacy&Us-related events, specifically, organized in three pages:
 - *Online Courses.* List and details of the courses organized within Privacy&Us.
 - *PhD Schools.* List and details of PhD schools (co-)organized by Privacy&Us
 - *Training Events.* List and details of all training events.
4. *Communication.* General-audience dissemination activities, and important announcements, specifically, organized in five pages:
 - *Blogs.* Blog posts by ESRs and guests related to Privacy&Us.
 - *News.* Important announcements about the project.
 - *Presentations.* List and details of presentations given by ESRs and senior researchers.
 - *Press Releases.* List of the Privacy&Us-related press releases.
 - *Twitter.* Widget reporting the latest tweets by the @privacyus_itn Twitter account
5. *Publications.* List and details of all publications produced as part of the project, divided by:
 - *Deliverables.* Public, approved deliverables.
 - *Scientific publications.* Peer-reviewed publications in conferences, workshops, and journals, in open-access.
6. *Contact.* Names and emails of technical and administrative co-ordination contacts (Simone Fischer-Hübner, Leonardo Martucci) and webmaster (Emiliano De Cristofaro).
7. *Privacy Policy.* Informing the users that the site does not collect or share any personal information, and that we do not use any cookies, third-party Javascript, fonts, etc.

The website is depicted in Figure 2.

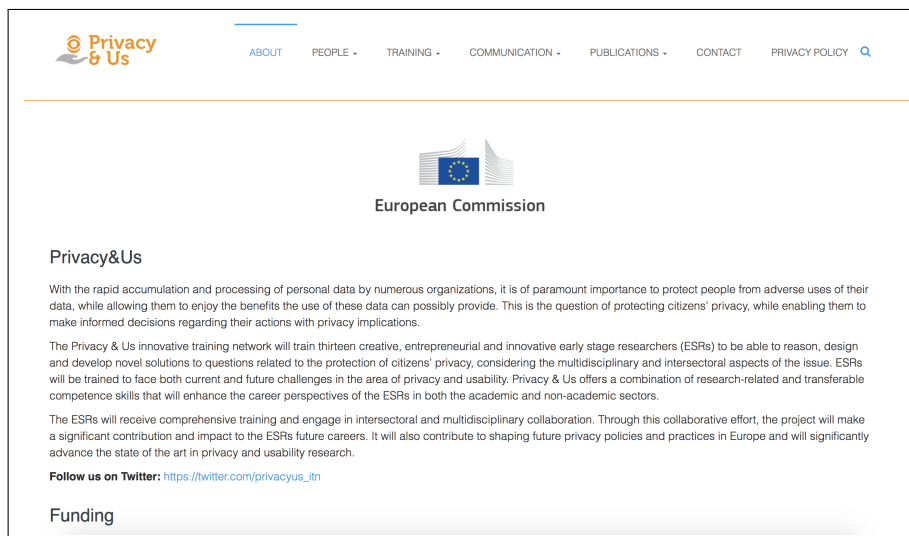


Figure 2: A screenshot of the Privacy&Us website (<https://privacyus.eu>).

Visits per month. For privacy reasons, we are not collecting any analytics about the users, setting cookies, or gathering any information about visitors, other than the default logs kept by the Apache Web Server. These include IP address, date and time, and HTTP response code. All logs are deleted on a monthly basis. Using the IP address field, we are able to count the number of unique IP addresses visiting the site, thus providing an estimate of the unique visitors per month to around 2000.

6.2 Social Media Presence

The @privacyus_itn profile has been created in September 2015. As of November 2017 has 139 followers and 125 tweets, generating, on average, several thousand impressions (i.e., the number of times a tweet has been displayed to a user) each month, as reported by Twitter's analytics platform.

6.3 Press Releases

Since the beginning of the project we have issued three press releases, each estimated to have reached, on average, 500 persons (general public & media). No press release has been issued in the period covered by this deliverable.

6.4 Peer-Reviewed Publications

As of November 2017, five peer-reviewed publications with Privacy&Us ESRs as main authors have been accepted in various international conferences, as detailed below.

1. Majid Hatamian and Jetzabel Serna-Olvera. Beacon Alarming: Informed decision-making supporter and privacy risk analyser in Smartphone applications. In Proceedings of IEEE

International Conference on Consumer Electronics (ICCE 2017). Las Vegas, NV. January 2017.

2. Agnieszka Kitkowska, Joachim Meyer, Erik Wastlund, Leonardo A. Martucci. Is it harmful? Measuring People's Perceptions of Online Privacy Issues. In Proceedings of Symposium on Usable Privacy and Security (SOUPS 2017), Poster and Extended Abstract. Baltimore, MD. July 2017.
3. Majid Hatamian, Jetzabel Serna, Kai Rannenber, and Bodo Igler. FAIR: Fuzzy Alarming Index Rule for Privacy Analysis in Smartphone Apps. In Proceedings of International Conference On Trust, Privacy & Security In Digital Business (TrustBus 2017). Lyon, France. August 2017.
4. Patrick Murmann and Simone Fischer-Huebner. Tools for Achieving Usable Ex Post Transparency: A Survey. IEEE Access, Vol. 5, 2017
5. Majid Hatamian and Jetzabel Serna. ARM: ANN-based Ranking Model for Privacy and Security Analysis in Smartphone Ecosystems. In Proceedings of IEEE International Carahan Conference on Security Technology (ICCST 2017). Madrid, Spain. October 2017.

Moreover, five further papers were accepted (based on an extended abstract review) for presentation at the IFIP Summer School 2017 and published in Pre-Proceedings of the Summer School:

1. Yefim Shulman and Joachim Meyer. Towards a Broadening of Privacy Decision Making Models: The Use of Cognitive Architectures.
2. Poornigha Santhana Kumar and Manfred Tscheligi. NFC payments? Gaps between user perception and reality.
3. Alexander Railean and Delphine Reinhardt. Livelong Privacy in the IoT? Measuring Privacy Attitudes Throughout the Life-cycle of IoT Devices.
4. Patrick Murmann and Simone Fischer-Huebner. End user perception and expectations of ex post-Transparency Enhancing Tools.
5. Agnieszka Kitkowska, Joachim Meyer, Erik Wastlund, and Leonardo A. Martucci. Is it harmful? Re-examining online privacy concerns.

6.5 General Audience Publications

Members of Privacy&Us have also written the following blog posts, each estimated to have reached, on average, 250 persons (general public, media, & scientific community):

1. Luiza Rezende, GDPR Step-by-step, Part 1. <http://www.privacyobserver.com/2017/10/gdpr-step-by-step-part-1.html>, October 2017.

2. Luiza Rezende, GDPR Step-by-step, Part 2. <http://www.privacyobserver.com/2017/10/gdpr-step-by-step-part-2-personal-pseudonymised-and-anonymous-data.html>, October 2017.
3. Agnieszka Kitkowska, Privacy – A Very Short Story. <https://akitkowska.com/2017/11/04/first-blog-post/>, November 2017.
4. Agnieszka Kitkowska, Should I paint my house pink? – Decisions are difficult... extra difficult when we talk privacy. <https://akitkowska.com/2017/11/26/should-i-paint-my-house-pink-decisions-are-difficult-extra-difficult-when-we-talk-privacy/>, November 2017.

6.6 Talks & Presentations

The following talks and presentations about research related to the Privacy&Us project were given by Privacy&Us ESRs:

1. Alexandros Mittos (UCL), Privacy-Preserving Genetic Relatedness Test. GenoPri Workshop, Chicago (IL), USA, October 2016.
Estimated number of attendees (academics and practitioners): 60.
2. Majid Hatamian (GUF). Beacon Alarming: Informed decision-making supporter and privacy risk analyser in Smartphone applications. IEEE International Conference on Consumer Electronics (ICCE 2017), Las Vegas, NV, January 2017 (virtual presentation).
Estimated number of attendees (academics, practitioners, general public): 400.
3. Lamya Abdullah (UNI), The use of SealingTechnique to solve Secure Multiparty Computation (SMC). COINS/SWITS Ph.D. student seminar 2017 (Oslo), co-located with the annual seminar of the Swedish IT Security Network for PhD Students. Oslo, Norway, June 2017.
Estimated number of attendees (academics and practitioners): 60.
4. Majid Hatamian (GUF). FAIR: Fuzzy Alarming Index Rule for Privacy Analysis in Smartphone Apps. International Conference On Trust, Privacy & Security In Digital Business (TrustBus 2017). Lyon, France, August 2017.
Estimated number of attendees (academics and practitioners): 40.
5. Yefim Shulman (TAU), Towards a Broadening of Privacy Decision Making Models: The Use of Cognitive Architectures. IFIP Summer School 2017, Ispra, Italy, September 2017.
Estimated number of attendees (academics and practitioners): 30.
6. Agnieszka Kitkowska (KAU), Is it harmful? Re-examining online privacy concerns. IFIP Summer School 2017, Ispra, Italy, September 2017
Estimated number of attendees (academics and practitioners): 30.
7. Patrick Murmann (KAU), Ex Post Transparency Enhancing Tools: Correlating User Expectations with Gaps. IFIP Summer School 2017, Ispra, Italy, September 2017
Estimated number of attendees (academics and practitioners): 30.

8. Poornigha Santhana Kumar (USE), NFC payments – Gaps between user perception and reality. IFIP Summer School 2017, Ispra, Italy, September 2017
Estimated number of attendees (academics and practitioners): 30.
9. Alexandr Railean (ULD). Life-long Privacy in the IoT? Measuring Privacy Attitudes Throughout the Life-cycle of IoT Devices. IFIP Summer School 2017, Ispra, Italy, September 2017
Estimated number of attendees (academics and practitioners): 30.
10. Patrick Murmann (KAU). Tools for Achieving Usable Ex Post Transparency: A Survey. CS workshop with the International Advisory Board (IAB). Karlstad, Sweden, October 2017.
Estimated number of attendees: (domain experts in communication systems, SWE, privacy, HCI): 20.
11. Majid Hatamian (GUF). ARM: ANN-based Ranking Model for Privacy and Security Analysis in Smartphone Ecosystems. IEEE International Carnahan Conference on Security Technology (ICCST 2017). Madrid, Spain. October 2017.
Estimated number of attendees (academics, practitioners, industry): 80.

The following talks and presentations about research related to the Privacy&Us project were given by senior researchers in 2017:

1. Zinaida Benenson (FAU), Protecting employees against phishing attacks (in German). CAST workshop on Usable Security. Frankfurt, (Germany), February 2017.
Estimated number of attendees (academics and practitioners): 50.
2. Claudio Bettini (EWT). Personal data protection in pervasive health systems. Invited keynote at the 2nd IEEE Workshop on Pervasive Health, Maui, HI (USA), March 2017.
Estimated number of attendees (academics and practitioners): 40.
3. Michael Bechinie, Designing With Humans In Mind - Also true for privacy, Tel Aviv HP Office (Israel). April 2017.
Estimated number of attendees (industry experts): 60.
4. Zinaida Benenson (FAU), Unpacking Spear Phishing Susceptibility. Keynote at the Conference Sikkerhet og Sarbarhet. Trondheim, Norway, May 2017.
Estimated number of attendees (scientific community, industry, policy makers): 300.
5. Harald Zwingelberg (ULD), Data Protection and Ethics in Healthcare. Workshop of the CANVAS Project at Brocher Foundation. Geneva (Switzerland), June 2017.
Estimated number of attendees (scientific community, industry, policy makers): 20.
6. Harald Zwingelberg (ULD), Know what your TV knows about you ? Data Protection and Transparency in the Internet of Things. Digital Kiel Week. Kiel (Germany), September 2017.
Estimated number of attendees (general public): 20.

7. Harald Zwingelberg (ULD), Infoborse 11, Session at Datenschutzsionmerakademie 2017. Kiel (Germany), September 2017.
Estimated number of attendees (data protection experts, industry, policy makers, general public): 35.
8. Michael Bechinie, Design for Privacy – mit dem Menschen gestalten, German Usability Professionals Conference. Regensburg (Germany), September 2017.
Estimated number of attendees (industry and practitioners): 60.
9. Jetzabel Serna (FAU). Privacy in the Digital World. Diplomaten-Matinee Mexiko, Workshop organized by GUF with the Mexican Consul. Frankfurt, Germany, October 2017.
Estimated number of attendees (diplomats): 20.
10. Ben Wagner (WU). Meeting with Israeli Foreign Ministry about GDPR. Tel Aviv, Israel, November 2017.
Number of attendees (policy maker): 1.
11. Ben Wagner (WU). Sustainable Technological Responses to Privacy Risks. Invited talk at University of Haifa. Haifa, Israel, November 2017.
Number of attendees (academics): 25.

6.7 Open Source Code

A Git Server for disseminating open source code has been set up under the following address: <https://github.com/PrivacyUs>.

At the moment, the repository includes the code for the “iot-usability-survey”, written by Alexandr Railean (ULD), which provides information that facilitates the replication of a study on the usable privacy of IoT.

6.8 Interaction & Coordination with Other ITNs

We have been in regular contact with Prof. Fabio Martinelli, the coordinator of the MSCA ITN NeCS—European Network for Cybersecurity (www.necs-project.eu/) to provide reciprocal feedback and are planning to co-organize a PhD school in 2018.

6.9 Courseware

At the moment, we have three courses on the website: Privacy Enhancing Technologies (which took place at UCL, October-December 2016), Self Management (UNI, April-May 2016), and Project Management and Organization (USE & FAU, October - November 2017). One more course (People & Security, UCL) was planned but has been postponed due to the unavailability of Prof. Angela Sasse (UCL), who organizes and delivers the course.

6.10 Interaction with Data Protection Authorities

With LDA, ULD and DSB, two German and one Austrian DPAs already participate as partners (LDA and DSB) and beneficiary (ULD) of the project. Based on its network within Europe and Germany, ULD used a few opportunities to present Privacy&Us results. Specifically:

1. The research on IoT of ESR6 have been presented at the International Working Group on Data Protection in Telecommunications (IWGDPT, formerly known as 'Berlin Group') in 2016.
2. The 'Sommerakademie' of ULD held annually in Kiel is a venue attended by the DPA-colleagues of neighboring states such as Switzerland, Austria or Lichtenstein and many heads and staff of the German DPAs attend this event.
3. The Sommerakademie addresses data protection officers of public and private entities as well as lawmakers and interested citizens. Harald Zwingelberg presented research results of Alexadr Railean at this conference. Since 2017 the Sommerakademie is part of the Digital Week Kiel, with over 260 events and talks. As part of ULD's contribution to the program of the Kiel week Harald Zwingelberg spoke on data protection aspects of the Internet of Things, including detailed information on research results of ESR6.

6.11 Information material

To promote Privacy&Us, we produced a new flyer to be distributed in events that are attended by our beneficiaries and partner organizations. The new flyer is depicted in Figure 3. Furthermore, a new poster has been designed to promote Privacy&Us, to be displayed in meetings and events that we organize, co-organize or participate.

We have also presented the following poster at the Symposium on Usable Privacy and Security (SOUPS 2017), by Agnieszka Kitkowska, Joachim Meyer, Erik Wastlund, and Leonardo A. Martucci: "Is it harmful? Measuring People's Perceptions of Online Privacy Issues." In Baltimore, MD. July 2017.

6.12 Other Events

Mark Warner, Andreas Gutmann and Alexandros Mittos (UCL) have organized and attended the hackathon/workshop on genomic privacy and informed consent at the ACM Digital Health Conference 2017. London, UK, July 2017, with ca. 40 estimated attendees (both academics and practitioners).

Finally, ESRs have also attended the following events:

1. Agnieszka Kitkowska (KAU). Nordic forum for Human-Computer Interaction (NORDICHI2016), Gothenburg (Sweden), October 2016.
2. Majid Hatamian (GUF). 8th IFIP International Conference on New Technologies, Mobility and Security (IFIP NTMS 2016). Larnaca, Cyprus, November 2016.

Public Engagement and Dissemination Report

PARTNERS

- Austrian Data Protection Authority (Austria)
- Kayrim Trieb Rechtsanwälte OG (Austria)
- Friedrich-Alexander University Erlangen (Germany)
- University of Bonn (Germany)
- Bavarian Data Protection Authority (Germany)
- EverWare Technologies (Italy)
- ATEA Sverige AB (Sweden)

Call: H2020-MSCA-ITN-2015
Topic: MSCA-ITN-2015-ETN - Marie Skłodowska-Curie Innovative Training Networks (ITN-ETN)
EU contribution: EUR 3 376 517,40
Coordinator: Karlstad University
Grant Agreement No: 675730
Start Date: Dec 01 2015
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http://condis.europa.eu/project/ccn/198304_en.html

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Privacy & Us
PRIVACY AND USABILITY

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ABOUT PRIVACY&US

Privacy&Us is an EU funded Marie Skłodowska-Curie Innovative Training Network which will train thirteen creative and entrepreneurial early stage researchers (ESRs) to face the current and future challenges in the area of privacy and usability.

With the rapid accumulation and processing of personal data by numerous organizations, it is of paramount importance to protect people from adverse uses of their data, while allowing them to enjoy the benefits the use of these data can possibly provide. This is the question of protecting citizens' privacy, while enabling them to make informed decisions regarding their actions with privacy implications.

Our ESRs are being trained to reason, design and develop innovative solutions to questions related to the protection of citizens' privacy, considering the multidisciplinary and intersectoral aspects of the problem. Privacy&Us offers a combination of research-related and transferable competence skills that will enhance the ESRs' career perspectives in both the academic and non-academic sectors.

Our ESRs receive comprehensive training and engage in intersectoral collaboration. Through this collaborative effort, the project will make a significant contribution and impact to the ESRs' future careers. It will also contribute to shaping future privacy policies and practices in Europe and will significantly advance the state of the art in privacy and usability research.

INDIVIDUAL RESEARCH PROJECTS

- Usable Transparency
- Measuring and Manipulating Privacy-related Attitudes and Behaviors
- Psychological Ownership of Personal Data
- Privacy and Security in Commercial Transactions and Interactions
- Privacy Indicators in Smartphone Ecosystems
- Usable Privacy in the Internet of Things and Smart Spaces
- User Acceptance of the Sealed Cloud Concept
- Modeling Responses to Privacy-related Indications
- Informed Consent in Privacy: Functionality, Usability, and Legality
- Adaptive Data Privacy for Smart Environments
- Privacy-Preserving Personal Genomic Testing
- Privacy of Personal Health Data
- Privacy-preserving Transaction Authentication for Mobile Devices

BENEFICIARIES

The consortium consists of five universities and four non-academic organizations. This deliberate and balanced construction ensures that the project outcomes and impacts are maximal with respect to the EU policy regarding data security and privacy. The market potential for the generated knowledge is also a key element of Privacy&Us. Our industrial partners are two SMEs, one large enterprise, and a data protection authority.

Figure 3: The Privacy&Us flyer.

3. Andreas Gutmann (VDS). Privacy: recent developments at the interface between economics and computer science. Cambridge (United Kingdom), October 2016.
4. Andreas Gutmann (VDS). New developments in data privacy workshop. Cambridge (United Kingdom), December 2016.
5. Andreas Gutmann (VDS). New approaches to anonymization workshop. Cambridge (United Kingdom), December 2016.
6. Andreas Gutmann (VDS). Engaging people in data privacy workshop. Cambridge (United Kingdom), December 2016.
7. Luiza Rezende (TAU). Computers Privacy and Data Protection (CPDP). Brussels (Belgium), January 2017.
8. Agnieszka Kitkowska (KAU) and Yefim Shulman (TAU). Privacy by Design Workshop, Haifa & Yehud (Israel), April 2017
9. Yefim Shulman and Luiza Rezende (TAU). Cyber Week 2017. Tel Aviv University (Israel), June 2017.

10. Andreas Gutmann (VDS). GI workshops: Online-Tracking – Lösungen für mehr Transparenz und besseren Schutz (translation: solutions for more transparency and better protection). Darmstadt (Germany), October 2017.

7 Deviations from the workplan

As we see from Table 3 on page 13, we have reached most of our objectives. Nonetheless, we plan to revise our outreach and dissemination plan, also based on the feedback received at the mid-term review. We will discuss it in the Mid-Term Review report.

8 Conclusions

This deliverable presented the dissemination strategy of the Privacy&Us project and reported the dissemination activities for the second year of the project. We built on the strategies outlined in D7.1, i.e., setting up and developing the dissemination infrastructure in terms project website, social media dissemination channels, information material, etc. We were much more active in terms of presentations, publications, and communication as the ESRs started producing research results that are well visible to the privacy and usability research communities.