



Data Privacy Day 2013 Results in Brief

Data Privacy Day (DPD), held annually on January 28, began in the United States and Canada in January 2008 as an extension of Data Protection Day celebrated in the European Union. DPD commemorates the 1981 signing of Convention 108, the first legally binding international treaty dealing with privacy and data protection.

The theme for the day is respecting privacy, safeguarding data and enabling trust.

Like National Cyber Security Awareness Month, DPD relies on broad participation of stakeholders to educate and NCSA produces free materials and resources for a variety of audiences.

NCSA took over leadership of the campaign at the end of 2011 and launched the 2012 and 2013 campaigns with great success. 2013 media metrics are listed below.

U.S. Coverage – Data Privacy Day

- Earned Media: 445,935,169 (potential viewership)
- 31 press releases appearing in 1,525 outlets
- 361 articles & blogs
- 38 broadcast segments
- Total Impressions¹: 1,149,010,068

International Coverage – European Data Protection Day & Data Privacy Day

- 854 combined articles, blogs and press releases
- Total Impressions²: 316,031,533

Other Metrics

- 37,991 page views of Data Privacy Day home page (StaySafeOnline.org/DPD), Dec. 10, 2012 – Feb. 15, 2013
- 132 DPD Champions (52% increase from 2012)
- 4,481 Facebook Fans added since Jan. 2012

¹ Impressions includes the total number of people who clicked on original articles, blogs, b-cast clips combined with press releases.

² International online impressions include includes press releases, unique articles, blogs, broadcast coverage.

2013 Highlighted Initiatives

AT&T

- Hosted *Online Safety: Tools and Tips to Protect You and Your Family Online* in conjunction with PUENTE Learning Center and NCSA held in Los Angeles, CA. Nearly 200 individuals attended from the local Latino community.

EDUCAUSE

- Expanded Data Privacy Day into a full month.
- Engaged campus communities and provided them with several free privacy resources during the month of January including pre-written tweets, guest blog posts, and privacy awareness videos.
- Developed a series of free webinars with compelling privacy topics such as *Are you Smarter than Your Phone?* with guest privacy pro Rebecca Herold.

Facebook

- Livestreamed the NCSA Data Privacy Day event on Facebook's "dctalks" page, capturing an audience of more than 4,100.
- Announced the launch of their "Ask the CPO" application. The application enables users to send Facebook their questions, concerns, and feedback about privacy.

Google

- Unveiled government transparency report on Data Privacy Day, which discloses the number of requests Google receives from each government in six-month periods with certain limitations.

Intel

- Intel and Reed Elsevier underwrote the cost to provide thousands of FREE downloads for an updated edition of *lol...OMG!*, Matt Ivester's best-selling digital citizenship book tailored toward high school students.

Microsoft

- Commissioned a study to better understand consumer perceptions and expectations about online privacy and launched the results on Data Privacy Day.
- Launched a new Web destination for consumers called Privacy in Action that includes articles and videos to help people better protect their personal information online.
- Chief Privacy Officer Brendon Lynch discussed the roles that companies can take in educating consumers about online privacy protections at panels hosted by the Churchill Club and NCSA.

National Cyber Security Alliance

- Established a Data Privacy Day Advisory Committee, composed of individuals with backgrounds in academia, nongovernmental organizations and law who specialize in privacy issues.
- Developed the theme for the day, “Respecting Privacy, Safeguarding Data and Enabling Trust.”
- Created new tips and resources for privacy education and awareness.
- Hosted Data Privacy Day Kick-Off event in Washington, D.C. Federal Trade Commissioner Maureen Ohlhausen keynoted the event. Brendon Lynch, chief privacy officer at Microsoft; David Hoffman, director of security policy and global privacy officer, Intel; Jeff Brueggeman, Vice President-Public Policy and Deputy Chief Privacy Officer, AT&T; JoAnn Stonier, chief privacy officer, MasterCard and Erin Egan, chief privacy officer, Facebook, participated with other thought leaders from government, academia and industry.

Santa Clara University

- Hosted a roundtable event titled, “Privacy by Design: An Engineering Ethics Perspective.” Three outstanding computer scientists offered their perspectives on the efforts to get privacy “baked into” new products, as well as on the role that engineering ethics plays in those efforts.