



Data Privacy Day 2014 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*.

NCSA took leadership of Data Privacy Day at the end of 2011 and has seen tremendous growth in the campaign in three short years. 2014 media and online metrics are below.

U.S. Coverage (Data Privacy Day)

- Earned Media: **507,367,160** (potential viewership), a 14% increase from 2013
- **27** press releases appearing in 1,833 outlets, a 20% increase in circulation from 2013
- **382** articles/blogs reported by 677 outlets, a 6% increase from 2013
- **22** broadcast segments, a 42% decrease from 2013

International Coverage (European Data Protection Day & DPD)

- **429** combined articles, blogs and press releases, a 50% decrease from 2013
- **235,924,775** total impressions (includes press releases, articles, blogs and broadcast coverage)

Online Metrics

- **60,259** – Unique visitors to StaySafeOnline.org from Jan. 6-Feb. 6, 2014, a 71% increase from the same period in 2013.
- **1,469** – Unique visitors to view the Data Privacy Day Facebook Page from Jan. 6-Feb. 6, 2014, a 133% increase from 2013.
- **1,166** – Users on Twitter interacted with the Data Privacy Day Twitter account from Jan. 6-Feb. 6, 2014, a 177% increase from 2013.
- **21,499,683** – Potential Twitter impressions using the #DPD14 and #dataprivacyday hashtags
- **6800+** – Views of the Jan. 28 live video stream of the DPD Kickoff Event. The full video is still available at <http://staysafeonline.org/data-privacy-day/privacy-library/videos>.
- **226** – Champions of Data Privacy Day, including 164 first-time participants, a 71% increase from 2013.

2013 Highlighted Initiatives

The successful outreach of Data Privacy Day depends on participation from a broad range of stakeholders to educate their respective constituencies by hosting events, creating privacy resources, writing blogs, promoting on social media and other types of engagement. NCSA appreciates the efforts of the following organizations:

Carnegie Mellon University

- The Master of Science in Information Technology – Privacy Engineering program hosted a privacy clinic with a keynote lecture by Deputy U.S. Chief Technology Officer Nicole Wong.

CyberGhost VPN – *Small Business Sponsor*

- CyberGhost VPN offered its Premium Plus VPN service for free to all attendees at the DPD Kickoff event in Washington, D.C.

EDUCAUSE

- Launched its Data Privacy Month campaign on January 28 with a webinar featuring privacy expert Robert Ellis Smith.
- Thanks to EDUCAUSE – the foremost community of higher education IT professionals – the spirit of Data Privacy Day extended through February, providing information technology offices a larger window to conduct educational programming such as webinars, lectures and other initiatives on their campuses. More than 70 institutions hosted data privacy events or activities.
- Frequent promoter of #DPD14 on Twitter and participant in the #ChatDPD series.

ESET – *Contributing Sponsor*

- ESET senior security researcher Stephen Cobb participated in the DPD Kickoff Event as a panelist and hosted a webinar, *What Does Data Privacy Mean for Your Business*, the following day.
- Online engagement included participation in the #ChatDPD series on Jan. 15 and Jan. 22 and privacy-themed blog posts on WeLiveSecurity.com Jan. 4 and Jan. 28.

Facebook – *Contributing Sponsor*

- Facebook made it possible to live-stream the DPD Kickoff Event, greatly expanding its audience beyond Washington, D.C. The video has been viewed more than 5,600 times to date worldwide.

Intel – Leading Sponsor

- Intel, one of the founders of Data Privacy Day in the U.S., has played an integral role in building global awareness of privacy, engaging an array of stakeholders. Intel Chief Privacy Officer and DPD Advisory Committee member David Hoffman was a panelist at the DPD Kickoff Event.

Japan Institute for Promotion of Digital Economy and Community (JIPDEC)

- JIPDEC hosted its PrivacyMark Forum on Jan. 28, demonstrating the international growth of DPD. The Forum, which explored the latest global data protection trends and definition of “personal information” in today’s age, included a video message from NCSA executive director Michael Kaiser about the DPD campaign’s history and mission.

Lockheed Martin

- Lockheed Martin set up privacy awareness booths at their U.S. offices, engaging employees about personal privacy and how personal information is handled within the corporation. Employees also received privacy tips and information about protecting their personal data on the company’s intranet.

Microsoft – Leading Sponsor

- Microsoft released the findings of its annual study to better understand consumers’ perceptions of and expectations for online privacy on Jan. 28.
- Chief Privacy Officer Brendon Lynch posted a blog for DPD on Jan. 28, *Marking Data Privacy Day with Dialogue and New Data*.

PRIVATE WIFI – Small Business Sponsor

- A first-time sponsor in 2014, PRIVATE WIFI offered all attendees at the DPD Kickoff Event a free 10-day trial of its personal VPN service.
- Frequent promoter of #DPD14 on Twitter and participant in the #ChatDPD series.

Reputation.com – Small Business Sponsor

- Reputation.com provided its MyPrivacy™ tool for free to survivors of domestic violence and sexual assault to help them control their digital footprint. MyPrivacy™ removes personally identifiable information from the Internet and helps prevent third parties from accessing Web surfing activities.
- Frequent promoter of #DPD14 on Twitter and participant in the #ChatDPD series.

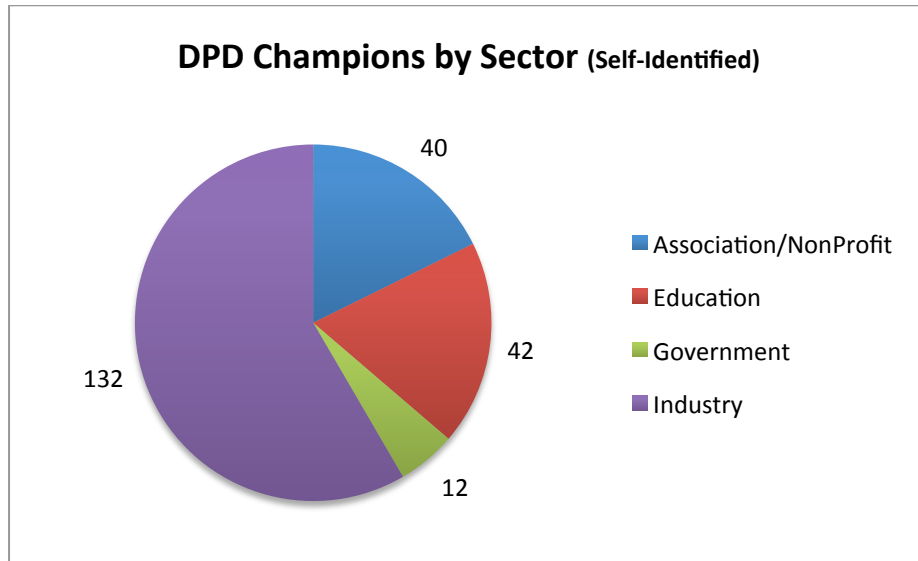
SpiderOak – Small Business Sponsor

- SpiderOak partnered with NCSA to develop MyPrivacyIQ.com, a 10-question quiz that helps users learn how to better protect their personal information. The quiz was taken more than 2,000 times in January 2014.

Data Privacy Day Champions

There were 226 brands registered as champions of Data Privacy Day 2014, including 164 first-time champions. This represents a 71 percent increase from 132 champions in 2013.

Demonstrating Data Privacy Day's broad appeal, champion organizations came from a diverse range of sectors. Champions were based in Canada, Japan, Mexico, Romania and the United Kingdom, in addition to the U.S.



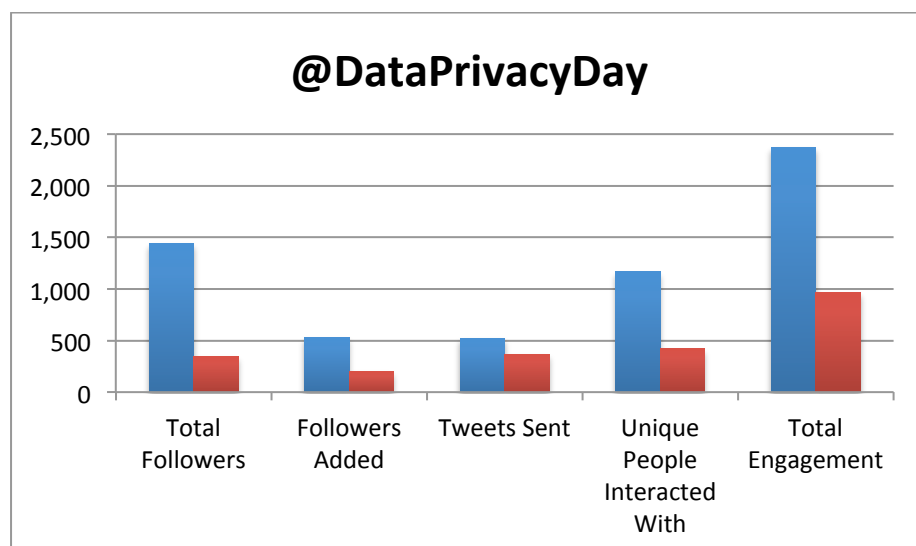
Data Privacy Day on Social Media

With the help of more champions, Data Privacy Day had a substantial and sustained presence on social media leading up to, on, and after Jan. 28, 2014. Both the Data Privacy Day Facebook page and Twitter handle (@DataPrivacyDay) nearly tripled the number of “engaged users” from the same peak period last year. Engaged users describes anyone who likes a comment, replies to a tweet, or otherwise shares or interacts with content.

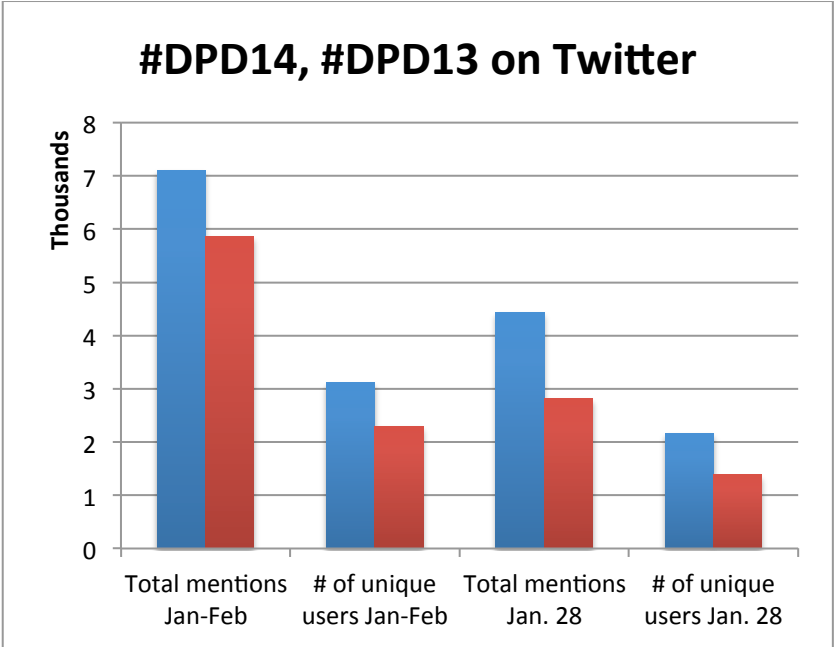
Facebook	Jan. 6 - Feb. 6, 2014	Jan. 7 - Feb. 7, 2013	Increase
Net Gain Likes	680	641	6%
Engaged Users	6,746	2,266	198%

Twitter	Jan. 6 - Feb. 6, 2014	Jan. 7 - Feb. 7, 2013	Increase
Followers Gained	532	201	165%
Engaged Users	1,166	420	178%

Contributing to this broader engagement on Twitter were five Twitter chats, which began in November to generate awareness of Data Privacy Day and privacy concerns. NCSA, DPD sponsors and other featured guests discussed privacy issues using the hashtag #ChatDPD. The five chats averaged 58 participants and generated a cumulative 8.9 million impressions. The chart below shows activity for Data Privacy Day during the same peak periods noted above (2014 in blue).



During the same peak periods, the official hash tag of Data Privacy Day 2014 (#DPD14, in blue below), was used more frequently by more users on Twitter than #DPD13 last year. The right two columns of the graph below illustrate the activity on Data Privacy Day itself, Jan. 28.



StaySafeOnline.org/DPD

Thanks to a stronger social media presence, traffic to Data Privacy Day website pages increased across the board from 2013. In addition, a new web resource, Check Your Privacy Settings, which provides links to the privacy settings of many popular online services and devices, received more than 5,700 hits in its first month online, making it one of the most popular Data Privacy Day pages.

Unique Visitors	Jan 6 - Feb 6, 2014	Jan 7 - Feb 7, 2013	Increase
DPD Main Page	19,144	12,601	52%
About	4,950	4,194	18%
Get Involved	861	393	119%
Champions	1,231	1,048	17%
Events	1,634	1,454	12%