



Data Privacy Day 2015 - Results in Brief

Data Privacy Day is 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. With a theme of Respecting Privacy, Safeguarding Data and Enabling Trust, Data Privacy Day commemorates the 1981 signing of Convention 108, the first legally binding international treaty dealing with privacy and data protection.

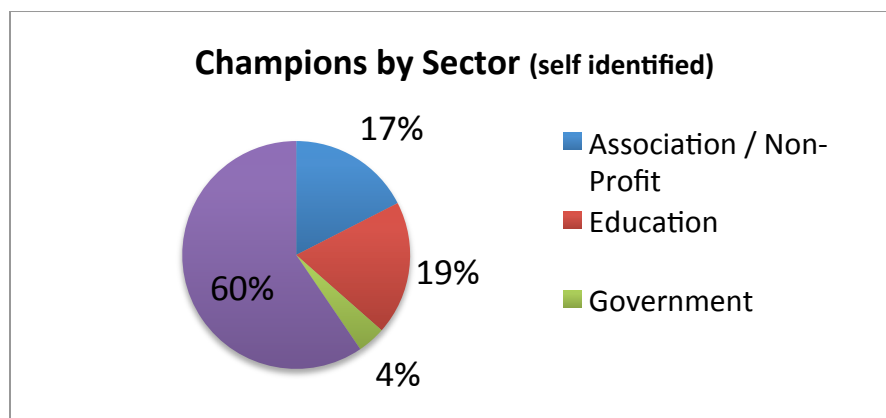
Building tremendous momentum over the past four years under the National Cyber Security Alliance's (NCSA) leadership, DPD's broad range of stakeholders and NCSA staff shaped national and international events, privacy resources, blogs, social media activities, media interviews and contributed news articles. DPD 2015 delivered significant expansion across the board with web traffic doubling, the number of Champion organizations increasing by nearly 50 percent, and unparalleled media coverage resulting in stories in nationally recognized publications like USA Today (online), The Washington Post and Ad Age.

Who Participated in Data Privacy Day 2015?

Data Privacy Day 2015 was made possible by the following sponsors: Ghostery was the Leading Sponsor of Data Privacy Day while ESET North America and Intel Corporation were Contributing Sponsors. Participating Sponsors were Alston & Bird LLP, Lockheed Martin, Merck & Co., Inc. and Morrison & Foerster. Small Business Sponsors included the Churchill Club, the Georgia Tech School of Interactive Computing, the Georgia Tech Scheller College of Business, Golden Frog, PRIVATE WiFi, PRIVACY REF, Reputation.com and SnoopWall.

Champions of Data Privacy Day – organizations who formally demonstrated support by registering as a Champion – included educational institutions, nonprofit groups, government agencies and companies of various sizes across multiple industries. This year 326 brands registered as Champions of Data Privacy Day, marking a 44 percent increase from 226 champions in 2014.

Demonstrating Data Privacy Day's broad appeal, Champion organizations can be found across the globe, with representation throughout the U.S. and in Canada, Japan, Mexico, Romania and the United Kingdom.



Who Covered Data Privacy Day?

In 2015, Data Privacy Day generated unprecedented media attention both internationally and via extensive national, regional and local coverage. A snapshot of the key stories include:



It's Data Privacy Day--do you know where your info is?

USA Today, Elizabeth Weise; January 28, 2015



Break Out the Party Hats and Confetti: It's Data Privacy Day!

Ad Age, Kate Kaye; January 28, 2015



Protecting Health Data Critical:

Op-ed by Peter Swire and Annie Antón featuring the DPD healthcare event; Saturday, January 24, 2015



NBC's 11Alive: featured NCSA's DPD event as "Event of the Week" on Tech Edge program

Mentions of Data Privacy Day also appeared in POLITICO, Bloomberg, Fox News, ABC, International Business Times and more...

Traditional Media Reach:

In Print: More than 27 billion total potential viewers¹ across the globe learned about Data Privacy Day in January 2015, representing the largest rise in readership in the history of DPD (an increase of 20 billion total potential viewers from 2014 to 2015).

On T.V.: This year, more broadcast segments were viewed in the three days leading up to Data Privacy Day than in the entire 2014 campaign. Thirty-one broadcast segments aired from January 26 to January 29, 2015.

Social Media Impact: The #DPD15 hashtag was used almost 8,000 times on January 28 alone by more than 4,000 different handles. The hashtag was used in more than 80 countries between November 2014 and January 28, 2015.

Press Release, Articles and Blog Reach: There were 65 press releases that mentioned Data Privacy Day appearing in 460 outlets and 282 articles/blogs reported by 193 outlets.

Web Traffic: 134,610 people visited StaySafeOnline.org from January 6 to February 6, a 123-percent increase from the same period in 2014.

¹ Total number of people who could have seen the article based on a publication's total potential audience.



NCSA's Data Privacy Day 2015 Key Events and Initiatives

Privacy Research

The National Cyber Security Alliance launched Data Privacy Day 2015 with the release of “Perceptions of Privacy Online and in the Digitally Connected World,” an extensive, national, two-phase survey of American adults analyzing consumer perceptions of online privacy as well as the need for companies to implement strong data stewardship. Information about the survey and findings can be seen here: <http://staysafeonline.org/download/datasets/12472/DPD%20Privacy%20Research%20Results%20Summary%20v3.pdf>

Data Privacy Day Events

NCSA co-hosted four events on January 28, 2015, which took place in Atlanta, Brussels, San Diego and San Francisco. The following showcases event highlights:

Atlanta: More than 90 guests attended “Health Privacy in a Fully Connected World: The Loss of Autonomy or Better Opportunities for Longevity,” a lively, interactive two-part discussion held in partnership with NCSA, the Georgia Tech School of Interactive Computing and the Georgia Tech Scheller College of Business. Speakers included several of the country’s most revered privacy experts. You can view this this evocative, eye-opening discussion via Livestream at <http://staysafeonline.org/data-privacy-day/privacy-library/videos>.

Brussels: The European Data Protection (EDP) Supervisor, Intel Corporation and NCSA welcomed approximately 40 guests to a transatlantic roundtable addressing the common privacy and data protection values shared by the European Union and the United States and the need for interoperability and collaboration toward solutions that serve both innovation/economic growth and data protection/privacy. Federal Trade Commission (FTC) Commissioner Julie Brill, participated via a pre-recorded statement. Speakers in attendance included EDP Supervisor Giovanni Buttarelli, Ted Dean, Deputy Assistant Secretary for Services, International Trade Administration of the U.S. Department of Commerce; and Paula Bruening, Senior Counsel, Global Privacy Policy, Intel Corporation. All of the participants stressed the benefits that data and technology can offer to individuals and society and that putting workable, effective protections in place will be key to realizing them.

San Diego: NCSA, the Lares Institute and Morrison & Foester hosted the “Future of IoT and Privacy,” where privacy luminaries discussed fundamental privacy issues such as the “Data Economy,” the connected home, expanding critical infrastructure and securing the Internet of Things. Andy Serwin and Michael Kaiser captured the 90-plus attendees’ attention with an enlightening CyberSide Chat addressing recent research conducted by the Lares Institutes and NCSA. Online privacy received strong media coverage in the San Diego market, with segments running on CBS and SD 6, Univision, Telemundo and ABC 10 in addition to a print story in The Daily Transcript.



San Francisco: Approximately 200 senior executives, entrepreneurs, investors and influential members of the press gathered at the W Hotel for a spirited conversation about what matters most for data privacy in the year ahead. Co-hosted by NSCA, Churchill Club and TRUSTe, the panel discussion featured thoughtful, forward-looking perspectives from Justin Somaini, Box; Casey Oppenheim, Disconnect; Fatemeh Khatibloo, Forrester Research (moderator); Christina Peters, IBM; Malcolm Harkins, Intel Corporation; Chris Babel, TRUSTe and distinguished audience members. Watch the session here: <http://youtu.be/5HjfaW4XBzE>.

Notable Partner Events

The successful outreach of Data Privacy Day also 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 engaging in other ways. Exceptional partner organizations are highlighted below:

Carnegie Mellon University (CMU): Every year, CMU observes International Data Privacy Day with events showcasing the university's current research. Data Privacy Day keynote speakers offered some key insights into the world of privacy and the conception of its overall decline. This year, both the keynote speakers and panel of experts shared interesting perspectives that not only dispute the misconception that privacy is dead, but also communicate the efficacy of what is being done to protect everyone's privacy, especially that of consumers.

FTC Commissioner Julie Brill keynoted CMU's celebration of Data Privacy Day. Ms. Brill spoke at length on how the FTC operates and also how it enforces companies to comply with its regulations. The agency recently released a report on the Internet of Things, and this report became an underlying theme to the day's events. The full recap and a recording to the event can be found here:

https://www.cylab.cmu.edu/news_events/news/2015/cmu-privacy-day.html.

Consortium for School Networking (CoSN): To celebrate Data Privacy Day on January 28, CoSN reminded the K-12 community of its tools and information for protecting student privacy. Through CoSN's Protecting Privacy in Connected Learning initiative, educators can access must-have resources for navigating the four major federal privacy laws and address key questions. The resources included a step-by-step toolkit, infographics and complementary standalone tools. CoSN also announced that it will unveil a set of shared principles for safeguarding the personal information of America's students. The principles, set for release in the coming weeks, are a joint effort with the Data Quality Campaign and a coalition of national education organizations. The toolkit can be accessed here:

<http://www.cosn.org/focus-areas/leadership-vision/protecting-privacy>.



EDUCAUSE: EDUCAUSE launched its Data Privacy Month campaign on January 28 with a webinar featuring McAfee Vice President & Chief Privacy Officer Michelle Dennedy. The webinar, titled “The Power of Privacy and the Passion to Build Something Better,” focused on privacy as a systems management and compliance issue, a unique and dynamic student and faculty requirement and an ever-present element in higher education. More than 62 academic institutions signed up to participate in Data Privacy Day as official Champions, hosting events and engaging their communities.

ESET (Contributing Sponsor): ESET was one of NCSA’s primary partners again this year, helping to support events in San Diego and Atlanta. ESET’s CEO Andrew Lee spoke at NCSA’s San Diego Data Privacy event, and Stephen Cobb, senior security researcher at ESET, spoke on an all-star privacy panel in Atlanta. Securing Our E-City (ESET’s foundation) also held an event in San Diego at which privacy experts, including Larry Ponemon of the Ponemon Institute spoke, and community leaders, including San Diego Mayor Kevin Faulconer, were in attendance. ESET also helped bring visibility to Data Privacy Day by sharing important Data Privacy Day-related messages and information with its sizable and engaged social media audiences.

Facebook: Facebook celebrated Data Privacy Day by hosting an “Ask the CPO” event. Facebook Chief Privacy Officer Erin Egan answered Facebook users’ questions in real time. According to Facebook’s published survey results, researchers contacted approximately 1,000 people who use Facebook and asked them how they find and share advice about privacy. “Sixty-one percent of people said they searched Facebook for privacy advice, but almost as many — 57 percent — asked their friends. Half of those who responded say they trust their close friends for this kind of information, a third look to their tech-savvy friends, and about 20 percent use mass media,” Erin Egan wrote an op-ed about the findings and provided privacy tips. The full op-ed can be found here:

<https://www.facebook.com/notes/facebook-and-privacy/paying-good-advice-forward-on-data-privacy-day/816031855113365>.

Ghostery (Leading Sponsor): Ghostery helped make DPD possible by being a Leading Sponsor, contributing numerous blogs to StaySafeOnline.org and being a thought leader for the campaign. In addition, Ghostery’s Chief Privacy Officer, Todd Ruback was interviewed by Simon Rose with the UK’s Share Radio and talked about the importance of DPD. The full interview can be found here: <https://audioboom.com/boos/2833927-interview-on-data-security-day-with-todd-ruback-cpo-of-ghostery-inc>.

Golden Frog (Small Business Sponsor): As a first-time Small Business Sponsor Golden Frog leveraged the Day and called on Congress to update the Electronic Communications Privacy Act (ECPA). The company also shared many practical privacy tips for consumers on social media and authored a guest blog on StaySafeOnline.org.

Intel (*Contributing 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 on many continents. Intel participated in many #ChatDPD Twitter chats and played a key role in the Data Privacy Day events in Brussels and San Francisco.

Lockheed Martin (*Participating Sponsor*): Lockheed Martin marked Data Privacy Day by hosting the International Association of Privacy Professionals (IAPP) Certification Foundation and Certified Information Privacy Manager training. In addition, privacy awareness booths were set up at sites across the United States. The booths were managed by Lockheed Martin Privacy Champions, who engaged employees in conversations about how to protect personal information handled within the corporation. Communications, including a message from the Lockheed Martin Chief Privacy Officer, were also shared through the corporation's internal news channels.

Merck (*Participating Sponsor*): AVP and Chief Privacy Officer Hilary Wandall spoke at the Data Privacy Day event in Atlanta, Georgia focusing on health privacy in a fully connected world. The Livestream of this event was made possible in part by Merck.

Privacy REF (*Small Business Sponsor*): Privacy Ref was a Data Privacy Day Small Business Sponsor and hosted two privacy webinars presented alongside the Chamber of Commerce of the Palm Beaches. Webinar topics covered how to kick-start a privacy program and how executives can reduce costs and other liabilities through strong privacy awareness. These and other similar webinars can be found here: <http://www.privacyref.com/webinars.php> Bob Siegel, CEO and founder of Privacy Ref, appeared on WWSH6 to discuss the importance of Privacy with Lee Nelson in a five part privacy series. The interview can be found here: <http://privacyref.com/wordpress/2015/02/19/do-not-adjust-your-tv/>. Privacy Ref was a leader on social media (@PrivacyRef) counting down to Data Privacy Day on Twitter by providing 20 privacy tips.

PRIVATE WIFI (*Small Business Sponsor*): As a second-time small business sponsor for Data Privacy Day, PRIVATE WiFi published its white paper on the hidden dangers of public WiFi, which was featured on staysafeonline.org. According to Private WiFi, 2015 is going to be the year of WiFi, and it is essential for consumers and business owners to make sure they take their wireless security seriously, which means using a VPN. PRIVATE WiFi used the momentum of Data Privacy Day to further this message across all of its social media channels. On Twitter, @PRIVATEWiFi participated in two of NCSA's #ChatDPDs and on Facebook, they created custom graphics and content to help raise awareness.

Snoopwall (*Small Business Sponsor*): Snoopwall contributed greatly the impact of Data Privacy Day on social media by participating in #ChatDPD Twitter chats during January and encouraging celebrities such as Miss Teen USA, a privacy victim turned champion to tweet about the importance of the day. Gary Miliefsky, Snoopwall's CEO appeared on multiple national TV and radio stations. Gary's interview on Newstalk –WOCA can be watched here:

https://www.facebook.com/permalink.php?id=389525944509464&story_fbid=827794100682644

SpiderOak: SpiderOak partnered with NCSA to update MyPrivacyIQ.com, a 10-question quiz that helps users learn how to better protect their personal information.

Looking Forward to Data Privacy Day 2016

Building on the success of 2015, NCSA seeks to further engage a transatlantic dialogue regarding privacy and data protection; expand the core foundation of Champion partners that support the day and contribute greatly to the overall success of the campaign. Visit StaySafeOnline.org/dpd for updates and new resources throughout the year.

For more information about Data Privacy Day and/or privacy-related initiatives, please contact Tiffany Barrett, director, privacy campaigns & initiatives, info@staysafeonline.org, 202-570-7432.

