



Data Privacy Day 2019 Results Report

Data Privacy Day, held annually in the United States on Jan. 28, is an extension of Data Protection Day celebrated in the European Union. This year's theme, "Respecting Privacy, Safeguarding Data and Enabling Trust," commemorates the 1981 signing of the first legally binding, international treaty dealing with privacy and data protection.

Building tremendous momentum over the past 11 years under the leadership of the National Cyber Security Alliance (NCSA), Data Privacy Day's broad range of stakeholders and NCSA staff created press materials, privacy resources, shareable collateral, blogs, social media activities, a comprehensive media toolkit, conducted proactive media outreach and contributed news articles to top-tier outlets. In addition, with the support of sponsors and partners, Data Privacy Day 2019 was officially memorialized at an afternoon event livestreamed from LinkedIn's offices in San Francisco, CA, on Jan. 28. The "A New Era in Privacy" event, showcased cutting-edge discussions and a TED-style talk with leading experts from industry, government and nonprofits who exchanged ideas about how to best bring this new dynamic into focus and address challenges.

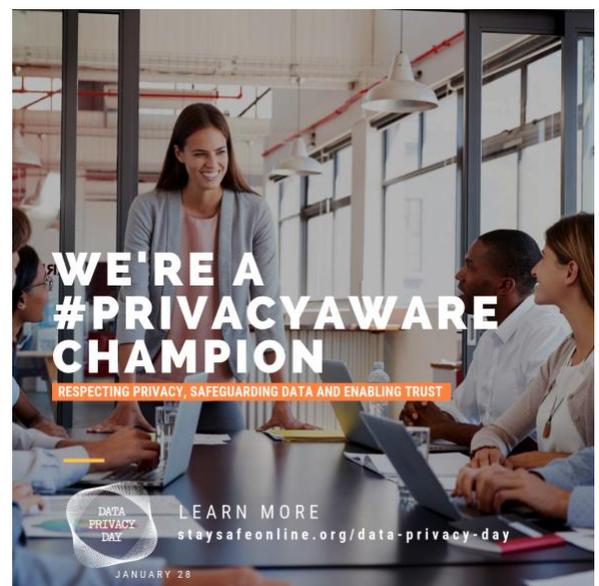
As a result of these broad-sweeping tactics, Data Privacy Day 2019 experienced significant growth, with the overall estimated reach of 2+ billion (2,120,004,886) in comparison to approximately 1 billion in 2018. In fact, print coverage more than doubled in top consumer, business and technology publications including but not limited to Business Insider, TechRadar, Consumer Reports, Washington Post, Bloomberg, Engadget, CNET, AOL.com, Los Angeles Times, Fast Company, Mashable, The Hill, Politico and others.

The following report shares additional Data Privacy Day 2019 highlights and successes.

Fast Facts:

Noteworthy accomplishments:

- 694 organizations registered as Data Privacy Day 2019 Champions – an increase of 17% over last year's 595. The individual Champions program enlisted 391 dedicated supporters. The total anticipated Champions' reach is estimated at 36.2 million.
- In 2019, there were 1,965 stories about Data Privacy Day – representing an increase of 112% compared to 926 stories the prior year.
- The Data Privacy Day hashtags (#PrivacyAware and #DataPrivacyDay) were tweeted 50,287 times in January 2019 – a 50% increase over January 2018.
- The Data Privacy Day 2019 event was streamed live from LinkedIn's headquarters in San Francisco via YouTube, Periscope and Facebook Live. The stream has been watched more than 1,300 times on YouTube and Facebook Live. On Periscope, there were more than 1,700 viewers.



Data Privacy Day Support:

Contributing Sponsors were [VISA](#) and [Verizon](#) with [Yubico](#), [Mozilla](#) and [Trend Micro](#) supporting as Participating Sponsors. In addition, [Call for Action](#), the [Identity Theft Resource Center](#) and [Women in Security and Privacy](#) were Nonprofit Partners and [ITSPmagazine](#) was a Media Partner.

Data Privacy Day Champion organizations were well represented by nonprofits, government agencies, educational institutions and companies of varying sizes across a breadth of industries. Additionally, organizations such as NCSA board member companies, Cisco and Facebook, along with other committed supporters generated awareness of critical privacy issues affecting consumers and business by aligning and timing their own events and announcements with the day. Similar to the organic growth experienced during National Cybersecurity Awareness Month (NCSAM) 2018, there was strong evidence of Data Privacy Day adoption by a variety of organizations. Here are a few samples:

- **Cisco:** Cisco is a committed Privacy Champion and creates ongoing initiatives that continue throughout the year with our employees, partners and customers.
 - [CISCO 2019 DATA PRIVACY BENCHMARK STUDY](#): The findings from this study provide strong evidence that organizations are benefitting from their privacy investments beyond compliance.
 - [CISCO 2019 CAPTURING THE BENEFITS OF PRIVACY INVESTMENTS INFOGRAPHIC](#): See the significant business benefits being derived from data privacy.
 - [A new way to visualize privacy data](#) (video): Our Chief Privacy Officer unveils an innovative tool that shows how data travels through the network and our products.
 - [View privacy data maps](#) Privacy Data Sheets: Learn how we protect and respect personal data across our solutions.
 - Learn how to defend against phishing, social engineering and password brute-force attacks. [See infographic](#)
- **Facebook:** [Facebook introduced a new education campaign](#) to help everyone understand how data is used on Facebook and how you can manage your own data. In addition, the company launched a new [Privacy and Data Use Business Hub](#), which centralizes resources that businesses can use to understand how they can protect people's information when using Facebook. This new hub contains information on topics like our Ads and Privacy Principles, how data is used in our ad products, and guidance to help companies understand rules like GDPR.
- **Call For Action:** Call For Action is an organization that empowers consumers by giving them a voice larger than their own. Volunteer professionals in offices around the world are trained to assist consumers through mediation and education to resolve problems with businesses, government agencies and other organizations. On Jan. 24, the local Call For Action team at the ABC affiliate in the Washington, D.C. area conducted a Data Privacy Day "phone bank" in which nine local privacy experts took calls from more than 75 consumers during a two-hour period about the issue of privacy. Many of the calls addressed data breaches and how to protect oneself. Other hot topics included the dark web, turning on two-factor authentication for different accounts and general privacy advice.

Note: Additional Data Privacy Day support summaries are shared in the last section of this document.

Data Privacy Day Event at LinkedIn

NCSA and its partners kicked off Data Privacy Day 2019 with an innovative and extremely well-received event. "What's next for the future of privacy" was addressed in engaging panel-style talks to the more than 130 guests that packed the room. An intriguing perspective on key privacy issues and hot topics fueled timely coverage on trending subject matter.



Fifteen media guests attended the event – representing outlets such as CNBC, ConnectSafely, Corporate Counsel, Fortune, Financial Times, ISG, ITSPmagazine, The Register, Reuters, San Francisco Public Press, Voice of America and Wired. In addition, reporters from Law360, Techtonics, TECHanalysis Research, Voice of America Radio Network among others joined via live stream. Below is a sample of the more than a dozen event-generated stories.

- **Larry Magid: Data Privacy Day** (Jan. 28, KCBS 106.9 FM San Francisco) <https://kcbsradio.radio.com/media/audio-channel/larry-magid-data-privacy-day>
- **Magid: Safety event reaches out to underserved communities** (Jan. 31, The Mercury News) <https://www.mercurynews.com/2019/01/31/magid/>
- **5 Ways to Increase Data Privacy Efforts, According to Top Chief Privacy Officers** (Jan. 29, Corporate Counsel) <https://www.law.com/corpcounsel/2019/01/29/5-ways-to-increase-data-privacy-efforts-according-to-top-chief-privacy-officers/>
- **January 28 Is Data Privacy Day. The Remaining 364 Days Of The Year Are Data Privacy Days** (Jan. 24, ITSP Magazine) <https://www.itspmagazine.com/itsp-chronicles/january-28-is-data-privacy-day-the-remaining-364-days-of-the-year-are-data-privacy-days>
- **Conversations At The Intersection Of IT Security And Society** (Jan. 30, ITSP Magazine) <https://www.itspmagazine.com/itspmagazine-unusual-gatherings/unusual-gathering-episode-xviii>
- **What Do Tech Industry Leaders Have to Say about Data Privacy Day** (Jan. 28, CPO Magazine) <https://www.cpomagazine.com/data-privacy/what-do-tech-industry-leaders-have-to-say-about-data-privacy-day/>
- **Data Privacy Day: Check Your Security Settings on Email, Facebook, & Google** (Jan. 28, The Inverse) <https://www.inverse.com/article/52783-data-privacy-day-facebook-google-email>
- **What is Data Privacy Day? Everything you need to know** (Jan. 25, Tech Radar) <https://www.techradar.com/vpn/what-is-data-privacy-day-everything-you-need-to-know>
- **Data Privacy Day Celebrates a New Era in Privacy** (Jan. 28, Security Boulevard) <https://securityboulevard.com/2019/01/data-privacy-day-celebrates-a-new-era-in-privacy/>
- **New privacy initiative, headed by ADT, to establish home security standards, best practices** (Jan 29, Security Systems News) <http://www.securitysystemsnews.com/blog/new-privacy-initiative-headed-adt-establish-home-security-standards-best-practices>
- **In Honor of Data Privacy Day, a Contemplation of Its Irony** (Feb. 3, Study Breaks) <https://studybreaks.com/thoughts/data-privacy-day-just-delusional-thinking/>
- **Data Privacy Day 2019 Reminds Businesses and Consumers About the Value of Personal Data and the Need to Protect It** (Jan. 18, Aithority) <https://aithority.com/technology/data-privacy-day-2019-reminds-businesses-and-consumers-about-the-value-of-personal-data-and-the-need-to-protect-it/>
- **Data Privacy Day is observance worth public attention** (Jan. 18, Sioux Falls Business) <http://siouxfalls.business/data-privacy-day-is-observance-worth-public-attention/>
- **Online data safety stressed** (Feb. 2, Moscow Villager) <https://www.moscowvillager.com/news/20190201/online-data-safety-stressed>

Overview of Data Privacy Day Media Metrics:

Articles

- 1,965 articles featured or mentioned Data Privacy Day 2019 – reaching 2+ billion people internationally
 - 2+ billion = 2,120,004,886 unique viewers per month
 - This represents a significant increase from 2018 when 926 stories reaching approximately 1 billion unique viewers were generated

Broadcast

- 313 broadcast segments showcased Data Privacy Day – reaching an estimated 5.5+ million national and regional viewers (5.5+ million = 5,510,108 viewers)
 - This also represents a significant increase over 2018 when there were 105 broadcast stories reaching an estimated 3.1+ million viewers

Press Releases

- 21 industry-generated press releases were distributed resulting in 1,371 pickups
 - This was a slight decrease from 2018 when 29 press releases were issued

Sample of Top Stories:

- **Consumer Reports:** “Data Privacy Day: A Reminder to Safeguard Your Data” pulled tips and details about directly from the DPD Media Backgrounder and also incorporated feedback from the reporter’s interview with Kelvin Coleman. <https://www.consumerreports.org/privacy/data-privacy-day-a-reminder-to-safeguard-your-data/>
- **WBRC Alabama:** Jonathan Hardison interviewed Kelvin Coleman for a broadcast segment which included tips to Lock Down Your Login, Own Your Online Presence, Keep a Clean Machine and Think Before You Share. It was one of 300+ broadcast segments that featured Data Privacy Day tips and commentary. <http://www.wbrc.com/2019/01/23/four-ways-protect-your-personal-data/>
- **WXYZ Detroit:** This ABC affiliate was one of multiple privacy Phone Banks that took place in support of the day with Call For Action and NCSA. <https://www.youtube.com/watch?v=jqljQaPvFEY>
- **Inverse:** The LinkedIn event – along with user-friendly tips that specifically addressed privacy settings and the importance of deploying MFA on key email and social media platforms -- were highlighted. <https://www.inverse.com/article/52783-data-privacy-day-facebook-google-email>
- **NPR Morning Edition, Wisconsin/Michigan:** A local state authority was interviewed for this piece regarding your digital footprint and keeping key devices/accounts safe. The segment and article provide key messaging and tips directly from the DPD Media Backgrounder. <http://www.wxpr.org/post/data-privacy-day-today-are-your-digital-devices-protected#stream/0>
- **The Mercury News:** Larry Magid wrote this story following the LinkedIn event which was picked up by variety of regional publications. Larry also spoke on a local San Francisco-based CBS radio segment that aired on Data Privacy Day and promoted the event. <https://www.mercurynews.com/2019/01/31/magid/>
- **Mashable:** This article is a solid example of partner support surrounding Data Privacy Day. It features a handful of VPN and password manager companies who offered “sales” to consumers in honor of the day. The story was humorously positioned and one of many that showcased these deals and related Data Privacy Day topics. <https://mashable.com/shopping/jan-28-vpns-password-managers-sale/#CG4NtFtt1iqd>
- **Forbes:** Six Forbes articles tackled Data Privacy Day topics and were a great example of the cultural adoption of the day. “11 Expert Takes On Data Privacy Day 2019 You Need To Read” talks to a range of cybersecurity experts and authorities leading up to Jan. 28. <https://www.forbes.com/sites/roslynlayton/2019/01/28/congress-should-not-miss-this-opportunity-to-enshrine-data-privacy-and-protection-for-all/#ea322d58673f>
- **Business Insider:** On Jan. 28, a security glitch was discovered on FaceTime that was widely covered. Data Privacy Day was included in news-of-the-day stories internationally and provided a timely backdrop for helping consumers understand the privacy concerns around apps. <https://www.businessinsider.com/how-to-disable-facetime-apple-glitch-2019-1#turning-off-facetime-on-your-iphone-should-disable-the-feature-but-its-a-good-idea-to-manually-turn-it-off-on-your-mac-if-you-also-use-facetime-there-first-open-the-facetime-app-5>

Social Media Impact:

Data Privacy Day messages and insights were amplified by the online engagement of NCSA's sponsors, Champions and technology influencers on social media.

Hashtag Use

The #PrivacyAware and #DataPrivacyDay hashtags were tweeted 50,287 times in January 2019 – a 50% increase from 33,527 in January 2018. Notably, #DataPrivacyDay saw significant growth in use from 15,351 in 2018 to 36,272 in 2019. This can be explained -- in part -- thanks to [a tweet from Tim Cook](#), CEO of Apple. Additionally, both hashtags generated 433,004,024 potential impressions during the month (a 44% increase over January 2018) and were used in 147 countries, a 15% increase in comparison to the 128 countries who participated last year.



Here's a sample of notable Twitter accounts who tweeted about the day:

- [@TEDTalks 11.1M Followers](#)
- [@tim_cook 11M Followers](#)
- [@business \(Bloomberg\) 5.19M Followers](#)
- [@firefox 2.70M Followers](#)
- [@IBM 507K Followers](#)
- [@whoismrrobot \(Mr. Robot\) 509K Followers](#)
- [@torproject \(The Tor Project\) 283K Followers](#)
- [@ConsumerReports 253K Followers](#)

The STOP. THINK. CONNECT.™ Twitter handle (@STOPTHNKCONNECT) hosted three Twitter chats in January leading up to the day – “Privacy – What’s the Big Deal?”, “Creating a #PrivacyAware Business” and “A New Era in Privacy.” These chats generated 29,660,733 potential impressions.

Web Traffic:

StaySafeOnline.org was visited 95,686 times in the month of January 2019 (a 32% increase from January 2018). Additionally, there were 249,647 pageviews on staysafeonline.org in January 2019 – a 41% increase over January 2018. These vast increases can be explained by Data Privacy Day 2019 falling on a Monday and the success of the livestream event which was broadcast via NCSA's website. High-profile data breaches and greater focus on online privacy in the media may also have had an impact on results.

Data Privacy Day 2019 Partners and Champions' Support:

Note: The following content was submitted directly to NCSA for inclusion in this report.

The Center for Cyber Safety and Education is a nonprofit charitable trust committed to making the cyber world a safer place for everyone through education and awareness for children, parents and older adults. Their DPD campaign included:

- Pat Craven, director of the Center, addressed educators at Future of Education Technology Conference in Orlando, FL about “Cyber Safety in the Classroom” and provided guidance and techniques on how to protect schools’ sensitive information
- Center volunteers provided Safe and Secure Online presentations to children and parents in the United States (Oklahoma and Florida) and England
- The Center’s *Garfield Cyber Safety Adventures* program on privacy reached 1,230 elementary school children



- Pat Craven spoke to information security professionals in Orlando about getting involved and providing cyber safety education in their community.

EDUCAUSE is a global nonprofit association and the largest community of information technology leaders and professionals committed to advancing higher education. EDUCAUSE was registered as a Champion and has promoted Data Privacy Day to the higher education community in partnership with NCSA since 2012. Activities for 2019 included the following:

- Hosted a free webinar, “[Artificial Intelligence in Education: Legal Considerations and Ethical Questions](#),” with Elana Zeide (PULSE Fellow in artificial intelligence, law & policy at UCLA). The January 29 event had 165 participants. Published resources include a webinar recording and transcript
- More than 90 colleges and universities registered as Data Privacy Day Champions in 2019 (an increase from 80 in 2018)
- EDUCAUSE maintained a [Data Privacy Day website](#) to provide the higher education community with free privacy resources, including a [quest blog](#) published in the *EDUCAUSE Review* Security Matters column that shared ideas for campus privacy awareness activities or events.

Inspired eLearning has built 15+ years of enterprise cybersecurity education expertise into off-the-shelf and custom security awareness training solutions for businesses of all sizes. They aim to help organizations nurture and enhance workforce skills and protect themselves against cyberattacks and regulatory violations. Here’s how they got involved in DPD 2019:

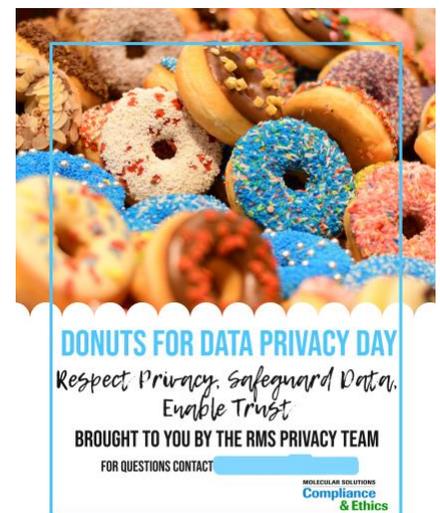
- Distributed a [press release](#) and [toolkit](#) (featuring NCSA resources) about Data Privacy Day
- Emailed more than 18,000 customers and prospects promoting Data Privacy Day with the call to action to become a DPD 2019 Champion. The email had an open rate of 19 percent and a click to open rate of 31 percent.

neoRhino IT Solutions is a Houston, TX-based IT company with a vision of delivering superior IT support and streamlining office network technology processes while staying within a budget. neoRhino caters services to small and medium-sized businesses locally within the Houston area and remotely nationwide. They participated in DPD 2019 in the following ways:

- Posted a tip on how to keep yourself safe online using NCSA’s graphics every weekday leading up to Data Privacy Day. Each day had a unique data security tip, including a quick video on how to use Windows Lock (Win+L)
- On Jan. 28, they [released a video recap](#) of the posted tips, encouraging viewers to visit [staysafeonline.org](#) and join the movement as well as visiting their website
- Drove more visits to their dedicated [DPD page](#) with increased inquiries about data protection.

Roche Molecular Systems are headquartered in Pleasanton, California and develop, manufacture and supply a wide array of innovative medical diagnostic products, tests, platforms and technologies.

- Distributed an email campaign to the three different business units, along with a post on the company’s intranet that highlighted DPD and privacy basics
- Developed an article that included data privacy best practices and information for employees, that was distributed through internal communication channels to all sites
- Hosted “Donuts for Data Privacy Day” providing smiles, refreshments, conversation and informative privacy handouts on topics such as GDPR, CCPA and data records and management at seven different locations across the U.S.
- Created a privacy crossword puzzle for employees to complete and enter to win a prize.



The **South Carolina Department of Revenue** is a state agency comprised of about 750 employees who are responsible for administering the revenue and regulatory laws of the State of South Carolina. One of their goals is to ensure taxpayer security through the use of technology, training and skill development. They recently started celebrating Data Privacy Day as a way to let employees know what data privacy is and how it affects them at home. In 2019 they engaged around 300 employees in the following ways:

- Held a Data Privacy Day event during which employees could get information on how to update the privacy settings on their mobile devices. Employees also received information on GDPR and tips for securing children/older adults online
- Taught employees about what a “digital footprint” is and what kind of information could be out there. Staff were encouraged to fill out the footprint of the different websites they visit at home or work
- Created a data privacy bingo sheet with different privacy terms/tips. Employees had the chance to win water bottles, t-shirts, sunglasses and more
- Created and featured their own data privacy day infographic and posted a message from their Chief Privacy Officer on the importance of Data Privacy Day on their intranet site.



A Look Ahead: Data Privacy Day 2020

Building on 2019 successes, NCSA seeks to further engage all digital citizens and educate them about managing privacy and protecting personal information while expanding the core foundation of Champion support for the day. Visit StaySafeOnline.org/data-privacy-day for updates and new resources throughout the year.

For more information about NCSA’s privacy awareness campaign, please contact Jen Cook, program and events coordinator at jennifer@staysafeonline.org.

