

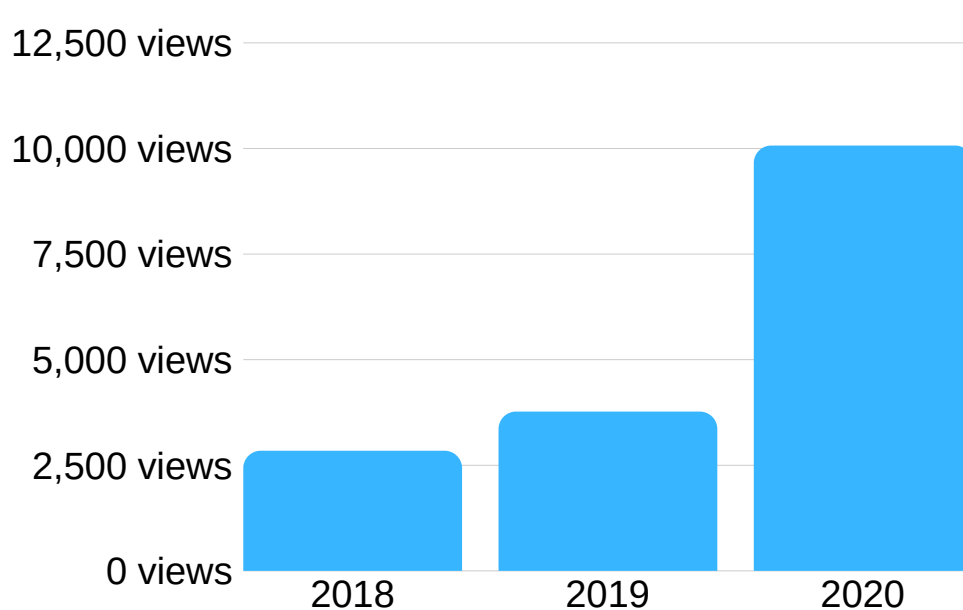


Data Privacy Day 2020 Results Report

Presented by NATIONAL CYBER SECURITY ALLIANCE

2020 Event: A Vision for the Future

Data Privacy Day 2020 was attended by **168** people. The event recording has over **10,000** views on YouTube, resulting in over **133k** impressions.



Champions

1,218 organizations and individuals registered as 2020 Champions

797

organizations

421

individuals

14.8%

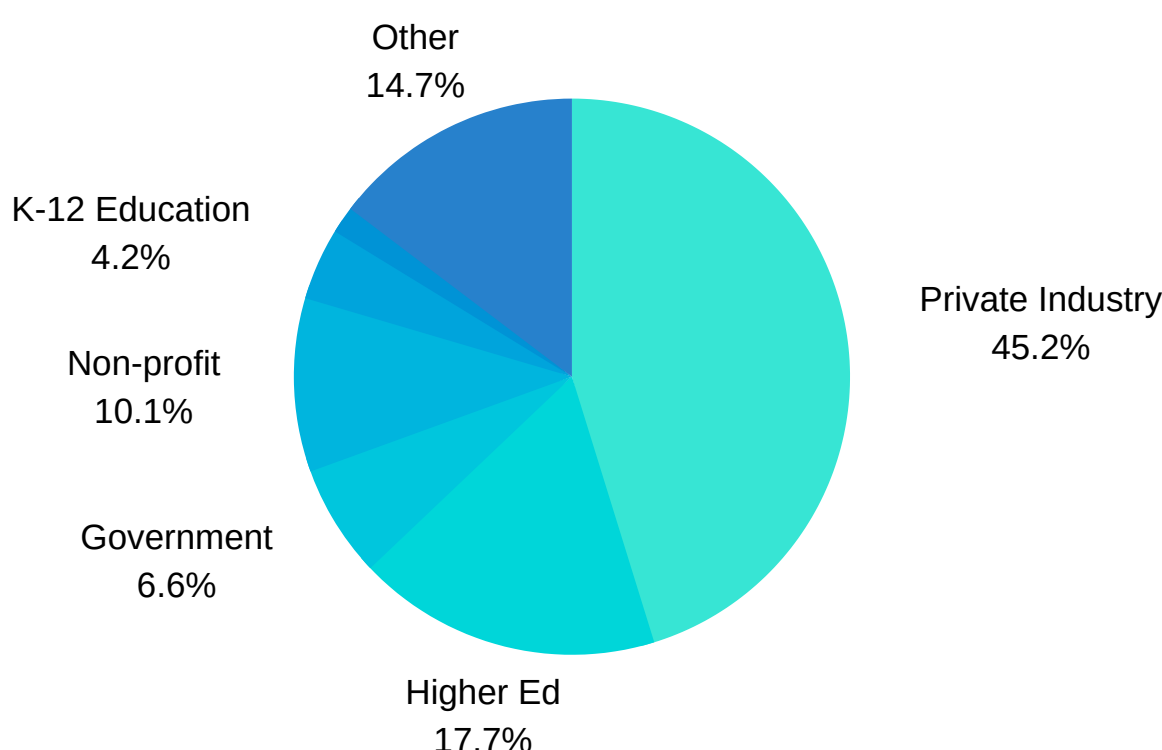
increase from 2019

7.4%

increase from 2019

94% used the NCSA resources in their campaigns or activities

Champions represented various sectors



Traditional Media

DPD Stories and Reach



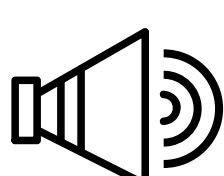
+1.4k unique articles

19 press releases

These stories resulted in:



4 billion Global views



170+ broadcast segments conducted

~5.7m people reached

Digital and Social Media



Staysafeonline.org Webpage Views (Jan 2020)

+136k

visits

+277k

page views

42.7%

increase from 2019

11%

increase from 2019



#PrivacyAware and #DataPrivacyDay Usage

64.4k

tweets with #PrivacyAware and/or #DataPrivacyDay

30.6k

users tweeted with the hashtags

436.4 million Total approx. impressions

Partners who helped promote the DPD hashtags include:

@NSAGov, @Yubico, @IDTheftCenter, @NISTCyber, @3MScreens, @Firefox, @BBB, @HerjavecGroup, @NortonLifeLock, @CISAgov, @USArmy, @missmayim, @USNavy, @TMobile, @Siemens, @IBM

staysafeonline.org/dpd