

## PARTNERS

- Austrian Data Protection Authority (Austria)
- Knyrim Trieb Rechtsanwälte OG (Austria)
- Friedrich-Alexander University Erlangen (Germany)
- University of Bonn (Germany)
- Bavarian Data Protection Authority (Germany)
- EveryWare Technologies (Italy)
- ATEA Sverige AB (Sweden)

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[http://cordis.europa.eu/project/rcn/198304\\_en.html](http://cordis.europa.eu/project/rcn/198304_en.html)

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# Privacy & Us

## PRIVACY AND USABILITY



## ABOUT PRIVACY&US

Privacy&Us is an EU funded Marie Skłodowska-Curie Innovative Training Network which will train thirteen creative and entrepreneurial early stage researchers (ESRs) to face the current and future challenges in the area of privacy and usability.

With the rapid accumulation and processing of personal data by numerous organizations, it is of paramount importance to protect people from adverse uses of their data, while allowing them to enjoy the benefits the use of these data can possibly provide. This is the question of protecting citizens' privacy, while enabling them to make informed decisions regarding their actions with privacy implications.

Our ESRs are being trained to reason, design and develop innovative solutions to questions related to the protection of citizens' privacy, considering the multidisciplinary and intersectoral aspects of the problem. Privacy&Us offers a combination of research-related and transferable competence skills that will enhance the ESRs career perspectives in both the academic and non-academic sectors.

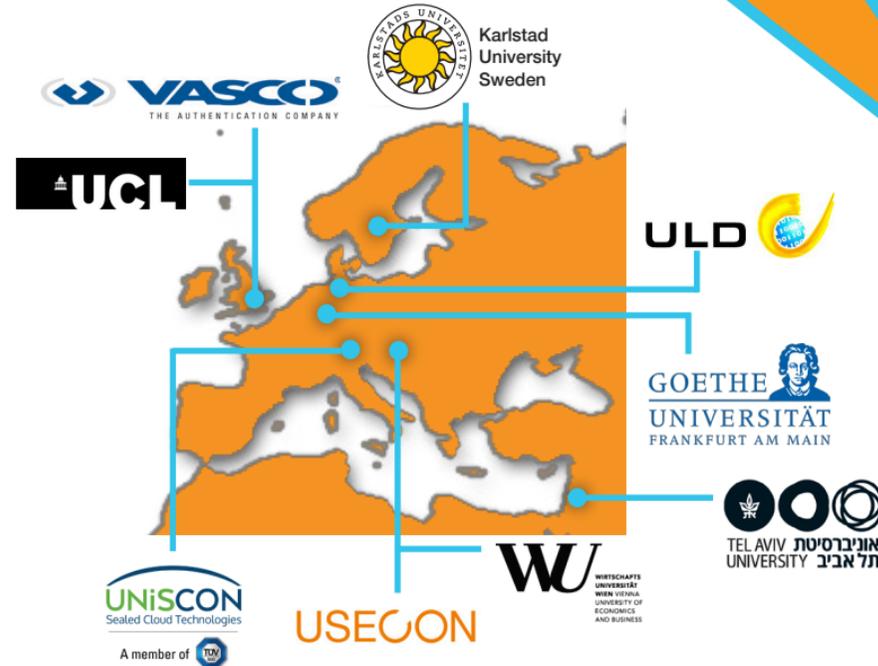
Our ESRs receive comprehensive training and engage in intersectoral collaboration. Through this collaborative effort, the project will make a significant contribution and impact to the ESRs future careers. It will also contribute to shaping future privacy policies and practices in Europe and will significantly advance the state of the art in privacy and usability research.

## INDIVIDUAL RESEARCH PROJECTS

- Usable Transparency
- Measuring and Manipulating Privacy-related Attitudes and Behaviors
- Psychological Ownership of Personal Data
- Privacy and Security in Commercial Transactions and Interactions
- Privacy Indicators in Smartphone Ecosystems
- Usable Privacy in the Internet of Things and Smart Spaces
- User Acceptance of the Sealed Cloud Concept
- Modeling Responses to Privacy-related Indications
- Informed Consent in Privacy: Functionality, Usability, and Legality
- Adaptive Data Privacy for Smart Environments
- Privacy-Preserving Personal Genomic Testing
- Privacy of Personal Health Data
- Privacy-preserving Transaction Authentication for Mobile Devices



## BENEFICIARIES



The consortium consists of five universities and four non-academic organizations. This deliberate and balanced construction ensures that the project outcomes and impacts are maximal with respect to the EU policy regarding data security and privacy. The market potential for the generated knowledge is also a key element of Privacy&Us. Our industrial partners are two SMEs, one large enterprise, and a data protection authority.