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# Public Engagement and Dissemination Report

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## **Abstract**

The objectives of this deliverable are to report on the planning and implementation of the dissemination activities undertaken as part of the Privacy&Us Innovative Training Network (ITN). The deliverable is composed of two main parts: the first provides a plan for the dissemination activities of the project including the dissemination goals, target audiences, and dissemination strategies; the second part provides a report on the first year dissemination activities. While the project officially started on 1 December 2015, Early Stage Researchers (ESRs) recruited as part of the ITN, as well as the training activities, started in August 2016.

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## 1 Introduction

This document describes the strategic communication plan related to how the Privacy&Us Innovative Training Network (ITN) and how its results will be disseminated to the different stakeholders (citizens, enterprises, governments, scientific community, etc.) as well as how the feedback will be collected during the development of the project.

To reach the relevant audiences, the project will use various dissemination channels including, but not limited to web and social media presence, participation in, and publication at, workshops, internationally established conferences, keynote talks and lectures, articles in well-established journals.

The project website will be regularly updated with all the relevant results, news, publications, public deliverables, and calls for direct participation. The objective of the dissemination activities will be to create a community of stakeholders that will follow the progress of Privacy&Us and be informed of the training and research activities of the Early Stage Researchers (ESRs). In this way, Privacy&Us will encourage the development and stimulate the adoption of good practice guidelines and technologies in the area of privacy and usability. By collaborating with national, European and international authorities, the ultimate objective will be to advance the state of the art of usable tools for protecting citizens' privacy.

The rest of the deliverable is organized as follows. We discuss the goals of our dissemination efforts, along with our target audiences, then, we detail the strategies which we plan to follow, and conclude with a report of the dissemination activities to date.

## 2 Dissemination Goals

The Privacy&Us ITN is inherently innovative and interdisciplinary. Its main research objective is to bridge the gap between research and innovation on technical aspects of privacy on one hand, and legal, ethical, and human-factor aspects on the other hand. As such, the ITN will make a major effort to communicate and disseminate its results to the scientific community, government, professionals in the industry, and the general public, aiming to emphasize foundational insight into the training and research methods developed by this project with respect to all aspects of privacy.

## 3 Target Audiences

Our main audiences are:

- The scientific community;
- Privacy practitioners;
- Public bodies, regulators and industry; and
- Civil society.

In particular, we aim to target these audiences as discussed in the following.

**Scientific Community.** The dissemination of the project's results with respect to the scientific community will be mainly achieved by means of peer-reviewed publications in reputable conferences and journals in the broad privacy domain, including but not limited to conferences, such as the Privacy Enhancing Technologies Symposium (PETS), ACM Workshop on Privacy in the Electronic Society (WPES), ACM Symposium On Usable Privacy and Security (SOUPS), ACM Conference on Human Computer Interaction (CHI), IEEE Symposium on Security & Privacy (SP), IEEE European Symposium on Security & Privacy (EuroSP), the European Symposium on Research in Computer Security (ESORICS), the Workshop on Usable Security (USEC), IFIP Information Security and Privacy Conference (SEC). We will also engage with the scientific community by giving invited talks and lectures, as well as participating in international schools and seminars, like the IFIP or the FOSAD Summer Schools. The Privacy&Us project is particularly engaging in co-organising the interdisciplinary IFIP Summer Schools on Privacy and Identity Management contributing with workshop, lectures and PhD student presentations and papers by Privacy&Us members.

**Privacy Practitioners.** We also plan to frequently attend and contribute to venues where technology, security, and/or privacy enthusiasts gather, such as the Computers, Privacy & Data Protection conference (CPDP), the Annual Privacy Forum, the IAPP Global Privacy Summit, as well as "crypto-parties", which several key personnel have regularly attended. Moreover, the ESRs, with guidance from their supervisors and co-supervisors, will also write general audience articles targeting non-specialist readers, to be submitted to large-audience magazines, such as IEEE Computer, Communications of ACM, IEEE Security and Privacy, User Experience Professionals Association's User Experience Magazine.

**Public bodies, regulators and industry.** Partners will promote the Privacy&Us project to local authorities and governments, aiming to generate larger visibility of the research results and engage at venues like the Computers, Privacy & Data Protection conference (CPDP) that are regularly attended by policy makers and legal scholars/practitioners. Moreover, the Data Protection Authority of the German state of Schleswig-Holstein (Unabhaengiges Landeszentrum fuer Datenschutz, ULD), together with non-beneficiaries partners Austrian Data Protection Authority (ESB) and the Bavarian Data Protection Authority (LDA), will liaise with other data protection authorities, at the national and EU level, in order to disseminate the results of the project as well as to provide feedback about the project. Moreover, we plan to disseminate project results via posters and information material at the annual Sommer-Datenschutzakademie event that ULD is organizing every summer with several hundred participants from government, data protection authorities and industry. Moreover, we plan to disseminate project results at industrial seminars and workshops, such as seminars that we plan to organised in cooperation with the IT industry cluster COMPARE in Karlstad, which has more than hundred regional IT companies as members.

**Society.** Consortium members will provide training for school teachers about privacy, aiming to provide the necessary knowledge and tools to teach privacy to children and teenagers, focusing on the usage of social networks (such as Facebook) and the use of smartphones.

Also, WU Vienna will develop one integrated course structure on privacy targeting relevant professional communities, such as the European association of computer science professionals and/or the European data protection authorities.

## 4 Dissemination and Communication Strategies

The dissemination activities planned as part of the project can be grouped in eleven major areas:

1. Project web site;
2. Social media;
3. Press releases;
4. Scientific publications;
5. Whitepaper and general audience publications;
6. Talks and invited presentations;
7. Open-source code;
8. Interaction with other ITNs;
9. Courseware
10. Information material; and
11. Organization of events.

Table 1 provides an overview of the plans for dissemination activities along with performance indicators and target audience. A detailed description is given afterwards.

### 4.1 Project Website

In December 2015, Emiliano De Cristofaro (UCL), leader of the Dissemination Work-package, registered the domain [privacyus.eu](https://privacyus.eu) and obtained a free SSL certificate through [letsencrypt.org](https://letsencrypt.org), so that the website is securely reachable, over HTTPS, at <https://privacyus.eu>.

The website plays a significantly role with respect to the visibility of the Privacy&Us project. To this end, it provides all the relevant content and information about partners and ESRs to audiences with diverse background. The website is hosted at UCL on a secure virtual machine administered by the Technical Support Group of the Computer Science Department.

Over the first few months of the project, the website contained a high-level presentation of the project, details of funding, consortium members, and was primarily used to advertise the ESR positions, including information about the positions as well as links to application websites.

Then, in Summer 2016, we installed the Wordpress open-source content management system (CMS) and completed a completely new design of the site, led by Sabrina Kirranne (WU) and the project coordinators (KAU). The Privacy&Us logo design was crowdsourced through [fiverr.com](https://www.fiverr.com) and [gigblast.com](https://www.gigblast.com) and is illustrated in Figure 1.

Overall, the website was designed according to some basic principles – specifically, aiming to provide:

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Action	Description	Performance Indicators	Target Values	Target Audience
Website	Project website: information about the project technological and scientific results	Unique visits to the web site	2500 unique visits per month	Community at large
Social media presence	Posting updates and information about the project via Twitter	Engagement with Privacy&Us Twitter account	100 engagements per month at the end of the project	Media and general public
Press releases	Broadcasting important updates and milestones	Engagement with the press	1-2 press releases per year	Media and general public
Scientific Publications	Publications in leading journals, conference, workshops and public project deliverables	Number of accepted articles	One peer-reviewed article per year per ESR	Scientific community and industry
General audience publications	Whitepapers and articles for general audience, society, and regulators	Number of articles published	One article per ESR by the end of the project	Society, industry, regulators
Talks and presentations	Attendance at conferences, workshops, and various events	Number of events attended	Two events per year per partner	Scientific community, practitioners, industry
Open-source code releases	Release of open-source (Creative Commons License) code and projects	Number of releases	5-10 releases by the end of the project	Scientific community, practitioners
Interaction and coordination with other ITNs	Identification and coordination with related ITNs	Number of projects	At least 2 projects	Scientific and industry community
Organizing events	Co-organizing relevant events, such as summer and winter schools	Number of events	At least 1-2 events per year	Scientific community, practitioners, industry, regulators
Courseware	Production and release of online educational material	Number of online courses	2-4 online courses per year	Society, scientific community
Information material	Digital and printed material on Privacy&Us information, activities and achievements	Amount of information material produced	At least 1 flyer and 1-2 posters per year	Community at large

**Table 1:** Dissemination Strategy.

- A simple & clean structure;
- Fast and easy access to available information;
- Open-access availability of all publications;
- The ability for all project partners to easily upload and/or update information on the site'
- Best-effort compatibility with all popular web browsers and mobile devices;



Figure 1: Privacy&Us Logo.

## 4.2 Social Media Presence

In September 2015, we opened a profile on the Twitter social network and used it to advertise the ESR positions. The Twitter profile is also used to disseminate all the achievements and relevant information (e.g., press release, publications), as well as blog posts and news about privacy. Twitter will also be used to get feedback from the general public about specific decisions when convenient.

The Privacy&Us's Twitter profile is available at [https://twitter.com/privacyus\\_itn](https://twitter.com/privacyus_itn). The Twitter page is depicted in Figure 2.



Figure 2: The Privacy&Us Twitter page ([https://twitter.com/privacyus\\_itn](https://twitter.com/privacyus_itn)).

## 4.3 Press Releases

Significant achievements and key milestones of Privacy&Us will be written in the form of press releases. These will be placed on the project's website and disseminated through social media and electronic press. It is expected that two press releases will be issued per year starting from M12. These releases will be short and incorporate key elements that make the project interesting or successful.

We aim to make press release understandable to those who are not experts in the specific domain and possibly inspire a newspaper article. When appropriate, we will rely on experts in relevant public relations offices at universities and companies part of the consortium.

## 4.4 Scientific Publications

### 4.4.1 Peer-reviewed Publications

The multidisciplinary challenges around which the Privacy&Us project will train ESRs and advance the state of the art are important for several scientific communities. Therefore, the lessons learned and the results related to the scientific progress will be relevant for journals, conferences, and workshops that the consortium will consider for the publications.

Naturally, we expect ESRs to start by publishing at less competitive venues, such as workshops and summer schools, especially in the first project year, and gradually improve the quality of the venues as they progress throughout their training and PhD studies. At least during the second half of their PhD studies, the ESRs should however also start to target prestigious scientific publication channels, including the following ones:

**Journals.** Academic journals we will target include:

- International Journal of Human Computer Interaction;
- ACM Transactions on Privacy and Security;
- Journal of Pervasive and Mobile Computing;
- ACM Transactions on Human-Computer Interactions;
- IEEE Transactions on Dependable and Secure Computing;
- International Journal of Information Security;
- ACM Journal of Computer Security;
- Law & Society Review
- European Data Protection review
- Computer Law & Security Review; and
- Journal of Privacy and Confidentiality.

**Conferences & Workshops.** We also aim at presenting the results obtained at top-tier conferences, and specialized workshops. Compared to journals, these events also provide the opportunity to increase visibility, engage the scientific community, and obtain quality feedback. We will target the most important and influential conferences in the related domains, including but not limited to:

- Privacy Enhancing Technologies Symposium (PETS);
- ACM Workshop on Privacy in the Electronic Society (WPES);
- ACM Symposium On Usable Privacy and Security (SOUPS);

- ACM Conference on Human Computer Interaction (CHI);
- IEEE Symposium on Security & Privacy (SP);
- IEEE European Symposium on Security & Privacy (EuroSP)
- the European Symposium on Research in Computer Security (ESORICS),
- the Workshop on Usable Security (USEC);
- ACM Conference on Communications and Systems Security (CCS);
- ISOC Symposium on Network and Distributed Systems Security (NDSS);
- IFIP Information Security and Privacy Conference (SEC);
- Computers, Privacy & Data Protection conference (CPDP)
- IFIP Summer School on Privacy & Identity Management (IFIP-SC).

### 4.4.2 Public Project Deliverables

The Privacy&Us will produce the following public project deliverables that will be published at the project's website. They are listed in Table 2.

## 4.5 General Audience Publications

Aside from peer-reviewed scientific conferences and journals, we will also target broad, general-audience publications, aiming to reach non-specialist readers. The goal is to break down more technical results to clarify the main innovation and training activities to non-experts that have interest around privacy and usability, aiming to facilitate dissemination of results as well as establish collaborations and dialogues with non technical communities and other areas of information technology.

To this end, the ESRs, with guidance from their supervisors and co-supervisors, will also write general audience articles to be submitted for publications at large-audience magazines, such as:

- IEEE Computer;
- Communications of ACM;
- User Experience Professionals Association's User Experience Magazine;
- IEEE Security and Privacy.

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Deliverable	Deliverable Title
D1.1	Recruitment
D1.2	Supervisory Board of Privacy&Us
D1.3	Progress Report
D1.4	Draft Periodic Report
D1.5	Mid-term Review Meeting
D1.6	Ethics
D2.1	Requirements Analysis
D2.2	Description of Technological Artifacts
D2.3	Technological Artifacts
D3.1	The Initial Models
D3.2	The Detailed Models
D3.3	Validation Experiments and Results
D3.4	Model-based Recommendations
D4.1	User Interface Requirements
D4.2	User Interface Designs and Prototypes
D4.3	Validation Experiment and Results
D4.4	Refined User Interfaces and User Studies
D5.1	Privacy Principles
D5.2	Risk Assessment
D5.3	Risk Mitigation
D5.4	Risk Awareness Creation
D6.1	Results of the First Training Event
D6.2	Results of the Second Training Event
D6.3	Results of the Third Training Event
D6.4	Results of the Fourth Training Event
D6.5	Results of the Fifth Training Event
D6.6	Results of the Sixth Training Event
D6.7	Researcher Declarations and Career Development
D7.1	First Public Engagement and Dissemination Report
D7.2	Second Public Engagement and Dissemination Report
D7.3	Third Public Engagement and Dissemination Report
D7.4	Fourth Public Engagement and Dissemination Report
D8.1	NEC – Requirement No. 2
D8.2	POPD – Requirement No. 3
D8.3	NEC – Requirement No. 1
D8.4	H – Requirement No. 8
D8.5	H – Requirement No. 7
D8.6	H – Requirement No. 6
D8.7	POPD – Requirement No. 5
D8.8	POPD – Requirement No. 4

**Table 2:** Privacy&Us public deliverables.

#### **4.6 Talks & Presentations**

Due to their seniority in the related scientific fields, several members of the Privacy&Us consortium are frequently invited to deliver keynote talks and lectures, and to participate in panels. This represents a great opportunity to present the work around Privacy&Us, as the community considers them to be the leaders in the respective domains.

We will also encourage ESRs to give presentations at various events, besides, obviously, conferences and workshops where they present their papers. This can include “lightning talks” and “rump session” talks at conferences and events, as well as PhD forums, PhD schools, etc.

#### **4.7 Open-Source Code**

Aiming to make it easier for the scientific community and practitioners to build on the work and the results produced as part of Privacy&Us, we will publish the source code of all implementations developed throughout the project. Specifically, code will be published on the website under Creative Commons Licenses (CCL).

This will allow other research and engineering teams to expand, continue, and improve the work during and after the lifetime of Privacy&Us. Working on open-source projects will also stimulate collaborations within the consortium and with other teams worldwide, as well as significantly increase real-world impact of the work made as part of the project.

#### **4.8 Interaction & Coordination with Other ITNs**

The coordinators of the Privacy&Us will actively pursue the interaction and coordination with other ITNs, in order to support the exchange of ideas, feedback on training activities as well as operational aspects of the project, etc. The main goal is to reinforce and establish contacts, gather comments on the overall work, increase dissemination of the ITN, and seek further collaborations during and after the lifetime of the project. For instance, we plan to interact and cooperate with the NeCS project – H2020 EU Network in Cyber Security project – coordinated by Fabio Martinelli (see [www.necs-project.eu/](http://www.necs-project.eu/)).

#### **4.9 Courseware**

Privacy&Us will offer online course material for its planned distance courses. The platform selected for managing our online courses is Moodle (<https://moodle.org>), an open source learning platform. The videos we produce will also be publicly distributed in video-sharing websites, such as YouTube (<https://www.youtube.com>).

#### **4.10 Information material**

To promote Privacy&Us, we produced flyers to be distributed in events that are attended by our beneficiaries and partner organizations. The flyer is depicted in Figures 3 and 4. Furthermore, a poster has been designed to promote Privacy&Us. It will be displayed in meetings and events that we organize, co-organize or participate. By the date of release of this report (November 2016), the poster is under revision.

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Figure 3: The Privacy&Us flyer. Front.



Figure 4: The Privacy&Us flyer. Back.

### 4.11 Attending & Organizing Relevant Events

Finally, we expect ESRs and members of the consortium to attend and organize relevant events, such as PhD schools, conferences, and workshops. This will provide visibility of and to ESRs and key project stakeholder, and also provide feedback in terms of research and training activities that will be reported back to the consortium and help improving our activities overall.

## 5 Evaluation

Over the course of the Privacy&Us project, the evaluation of our dissemination activities will focus on the efforts made by the consortium toward dissemination, as well as the effectiveness of the measures.

In Table 3, we provide a list of targets and actual results, measured in terms of Key Performance Indicators (KPI), while in Section 6, we provide a detailed list of dissemination activities that have taken place from the beginning of the project until November 2016. It is worth noting that, while the project officially started on 1 December 2015, the training activities and the

majority of the recruited ESRs<sup>1</sup> started in August 2016. The column M24 (Target) in Table 3 indicates the totals expected for November 2017 (M24).

KPI	M12 (Actual)	M24 (Target)
Unique website visits per month	1250	2500
Twitter followers/impressions	104/1500	250/2500
Press releases	3	5
Peer-Reviewed Publications by ESRs	0	12
General Audience Publications	5	20
Talks & Presentations	11	30
Open-Source Code Releases	0	5
Interactions with other ITNs	1	2
Organizing Events	2	4
Courseware	1	4
Information Material	2	4

**Table 3:** Summary of target and actual dissemination KPIs.

## 6 Dissemination Report

### 6.1 Project Website

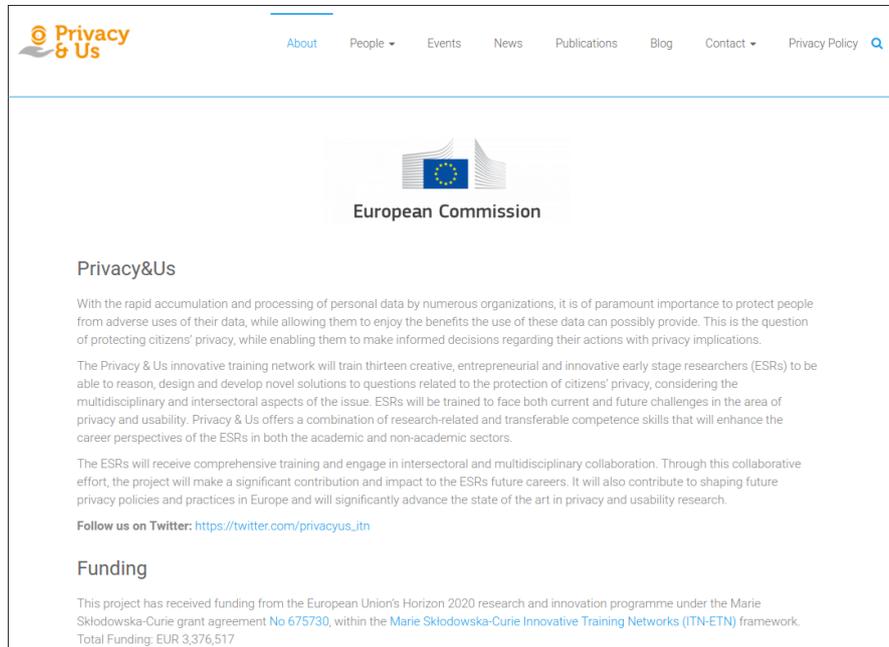
The current design of the website includes the following pages:

1. *About*. High-level presentation of the project, details of funding, consortium members;
2. *People*. Details (short biography, picture) of personnel working on the project, divided by researchers and students;
3. *Events*. Information about training events, schools, and other Privacy&Us-related event'
4. *News*. Important announcements, press releases, updates.
5. *Publications*. List and details of all publications, code, and any other material produced as part of the project.
6. *Blog*. Blog posts by ESRs and guests related to Privacy&Us.
7. *Contact*. Names and emails of technical and administrative co-ordination contacts (Simone Fischer-Hübner, Leonardo Martucci) and webmaster (Emiliano De Cristofaro), as well as connection to the [@privacyus\\_itn](#) Twitter account.
8. *Privacy Policy*. Informing the users that the site does not collect or share any personal information, and that we do not use any cookies, third-party Javascript, fonts, etc.

The website is depicted in Figure ??.

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<sup>1</sup>The official starting date of two of our ESRs was in September 2016.



**Figure 5:** The Privacy&Us website (<https://privacyus.eu>).

**Visits per month.** For privacy reasons, we are not collecting any analytics about the users, setting cookies, or gathering any information about visitors, other than the default logs kept by the Apache Web Server. These include IP address, date and time, and HTTP response code. All logs are deleted on a monthly basis. Using the IP address field, we are able to count the number of unique IP addresses visiting the site, thus providing an estimate of the unique visitors per month.

## 6.2 Social Media Presence

The @privacyus\_itn profile has been created in September 2015. As of November 2016 has 104 followers, generating, on average, 1,500 impressions (i.e., number of times a tweet has been displayed to a user) as reported by Twitter's analytics platform.

## 6.3 Press Releases

Since the beginning of the project we have issued three press releases, each estimated to have reached, on average, 500 persons (general public & media):

1. "Karlstads universitet koordinerar internationellt forskningsprogram" (in Swedish), September 2015.<sup>2</sup>

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<sup>2</sup><http://www.mynewsdesk.com/se/karlstads-universitet/pressreleases/karlstad-universitet-koordinerar-internationellt-forskningsprogram-1215378>

2. "Privacy&Us project kicks off", December 2015, UCL Press Release.<sup>3</sup>
3. "Sentor partner i internationellt finansierat forskningsprojekt kring dataskydd och integritet", April 2016.<sup>4</sup>

#### 6.4 Peer-Reviewed Publications

None at the moment.

#### 6.5 General Audience Publications

Thus far we have contributed to the following news articles, each estimated to have reached, on average, 500 persons (general public & media):

1. "Unik forskning om integritet pa natet" (in Swedish), news article on page 5 in "Framtidens spelutveckling", January 2015.<sup>5</sup>
2. "Students in privacy research", news article on the Pan European Networks web, December 2015.<sup>6</sup>
3. "Framtidens forskning" (in Swedish) in "Dagens Industri" (page 18).<sup>7</sup>

Members of Privacy&Us have also written the following blog posts, each estimated to have reached, on average, 250 persons (general public, media, & scientific community):

1. Luiza Rezende, IFIP Summer School and Privacy&Us Training event, <https://privacyus.eu/blog/blog-post-ifip-summer-school-and-1st-privacyus-training-event/>, September 2016.
2. Alexander Railean, The Value of Privacy, <https://privacyus.eu/blog/blog-post-the-value-of-privacy/>, October 2016.
3. Mark Warner, The Unintended Consequences of "People You May Know", <http://www.privacyobserver.com/2016/09/the-unintended-consequences-of-people-you-may-know.html>, September 2016.

#### 6.6 Talks & Presentations

The following talks and presentations about research related to the Privacy&Us project were given by members of the Privacy&Us:

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<sup>3</sup>[http://www.cs.ucl.ac.uk/computer\\_science\\_news/computer\\_science\\_news\\_archive/article/privacy-us-project-kicks-off/](http://www.cs.ucl.ac.uk/computer_science_news/computer_science_news_archive/article/privacy-us-project-kicks-off/)

<sup>4</sup><http://news.cision.com/se/sentor-mss-ab/r/sentor-partner-i-internationellt-finansierat-forskningsprojekt-kring-dataskydd-och-integritet,c9964203>.

<sup>5</sup><http://europeanmediapartner.com/pdfs/framtidensspelutveckling1/index.html>

<sup>6</sup><http://www.paneuropeannetworks.com/education/students-in-privacy-research-project/>

<sup>7</sup>[http://framtidensforskning.se/wp-content/uploads/2016/06/framtidens\\_forskning\\_2016\\_32s.pdf](http://framtidensforskning.se/wp-content/uploads/2016/06/framtidens_forskning_2016_32s.pdf)

1. Harald Zwingelberg (ULD), Sessions at the Privacy Barcamp, organized by MEP Jan Philipp Albrecht. Schleswig-Holsteins (Germany), May 2016. Reached 15 persons in the scientific Community, civil society, and general public.
2. Harald Zwingelberg (ULD), Talk on Identitätsmanagement, Tipps und Tools zum Selbst-datenschutz (English: Identity-management, tips and tools for informational self-protection) at the Event on Informational Self-Protection for Citizens, Schleswig-Holsteins (Germany), July 2016. Reached 30 persons in the general public and local politicians.
3. Simone Fischer-Hübner (KAU), Invited keynote talk at the IFIPTM 2016 on Transparency, Privacy and Trust –Technology for Tracking and Controlling my Data Disclosures: Does this work?, TU Darmstadt (Germany), July 22, 2016. Reached 35 participants, mainly from academia and industry.
4. Angela Sasse (UCL), Invited Talk – Privacy of Personal Health Data, IFIP Summer School. Karstad (Sweden), August 2016. Reached 90 persons among PhD students, researchers and practitioners from industry and government.
5. Marit Hansen (ULD), Invited Talk – Data Protection by Design and Default à la European General Data Protection Regulation, IFIP Summer School. Karlstad (Sweden), August 2016. Reached 90 persons among PhD students, researchers and practitioners from industry and government.
6. Steven Murdoch (UCL & VDS), Invited Talk – Anonymity & Censorship-free Communication, IFIP Summer School. Karstad (Sweden), August 2016. Reached 90 persons among PhD students, researchers and practitioners from industry and government.
7. Rainer Knyrim (Preslmayr Rechtsanwaelte OG), Invited Talk – General Data Protection IFIP Summer School. Karstad (Sweden), August 2016. Reached 90 persons among PhD students, researchers and practitioners from industry and government.
8. Michael Bechinie (USE) and Angela Sasse (UCL), Introduction to Usability Workshop. Karstad (Sweden), August 2016. Reached 40 persons among PhD students, researchers and practitioners from industry and government.
9. Harald Zwingelberg (ULD), Prof. Michael Birnhack (TAU), and Rainer Knyrim (Preslmayr Rechtsanwaelte OG), Panel on Privacy Law, Privacy&Us Training Event & IFIP Summer School. Karstad (Sweden), August 2016. Reached 40 persons among PhD students, researchers and practitioners from industry and government.
10. Emiliano De Cristofaro (UCL), Privacy-preserving information sharing: tools and applications, 4 hours of lectures at the International School on Foundations of Security Analysis and Design (FOSAD) Summer School. Bologna (Italy), August 2016. Reached 30 PhD students.
11. Ann Blandford (UCL), Myths and Reality in Sharing Health data, Presentation at "Innovation and Information Protection in Digital Health" workshop organized by KPMG. London

(UK), September 2016. Reached 50 persons among researchers, practitioners and policy makers.

12. Zinaida Benenson (FAU), Why Hackers are Better Psychologists Than Security Experts, European Cyber Security Challenge. Dusseldorf (Germany), September 2016. Reached 300 persons among researchers, practitioners and policy makers.
13. Leonardo A. Martucci (KAU), Usable Security and Privacy. Docent Lecture. Karlstad (Sweden), November 2016. Reached 50 persons among researchers and general public.
14. Harald Zwingelberg (ULD), Privacy Self-Protection for Connected Cars, Meeting of the International Working Group on Data Protection in Telecommunications (IWGDPT). Berlin (Germany), November 2016. Reached 60 persons among representatives of Data Protection Authorities from the EU and third countries, and policy makers.

## 6.7 Open Source Code

A Git Server for disseminating open source code has been set up under the following address: <https://github.com/PrivacyUs>.

There are no releases yet at the moment.

## 6.8 Interaction & Coordination with Other ITNs

We have contacted Fabio Martinelli, the coordinator of the MSCA ITN NeCS – European Network for Cybersecurity ([www.necs-project.eu/](http://www.necs-project.eu/)) and planned to coordinate meetings and reciprocal feedback over the next few months.

## 6.9 Organizing Events

The following event has been organized in cooperation with the Privacy&Us project:

1. The 11th International IFIP Summer School on “Privacy and Identity Management – Facing up to next Steps”<sup>8</sup> was co-organised by Privacy&Us, the H2020 project CREDENTIAL<sup>9</sup> and the German Privacy Forum project<sup>10</sup>. It took place 21-26 August 2016 in Karlstad (Sweden) with 90 participants including PhD students, researchers and practitioners from industry and government from Europe, Australia, North and South America. The IFIP Summer Schools on Privacy and Identity Management, which are held annually, take a holistic approach to privacy. Its interdisciplinary character combining technical, legal, socio-economic, ethical, philosophical, or psychological perspectives is fundamental to the school. Besides, it especially targets at actively involving PhD students as well as dialogues between PhD students and senior researchers. Therefore, as an interdisciplinary privacy school for PhD students, it is a very suitable event, with which Privacy&Us can cooperate.

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<sup>8</sup><http://www.ifip-summerschool.org/>

<sup>9</sup><https://credential.eu/>

<sup>10</sup><https://www.forum-privatheit.de/forum-privatheit-de/index.php>

The last two days of the IFIP Summer School were co-located with the 1st Privacy&Us Training Event and several lectures and workshops of the Trainings event (listed under 6.6) were also open for the Summer School participants, which allowed us to broadly disseminate our project to all Summer School participants.

2. Members of the consortium have also organised and attended the following events and presented posters promoting Privacy&Us:
  - Majid Hatamian, Prof. Kai Rannenber, Dr. Jetzabel Serna (GUF), Annual Privacy Forum 2016. Frankfurt, September 2016. 100 participants.
  - Majid Hatamian, Prof. Kai Rannenber, Dr. Jetzabel Serna (GUF), IPEN Workshop 2016. Frankfurt, September 2016. 50 participants.

## 7 Conclusions

This deliverable presents the dissemination strategy of the Privacy&Us project and reports about the first dissemination activities of the first project year. One focus of the dissemination activities during the first project year has been on setting up and developing the dissemination infrastructure in terms of setting up a project website, social media dissemination channels, designing a project logo and information material including flyers and posters. Besides, we disseminated the project via press releases and conference presentations for making it well visible in the privacy and usability research communities and for the purpose of finding the most suitable candidates for our ESR positions. Another highlight was the 11th IFIP Summer School on Privacy and Identity Management, which was co-organised by Privacy&Us and the H2020 project CREDENTIAL and the German project Privacy Forum. It took place in August 2016 in Karlstad and was co-located with the 1st Privacy&Us Training event and attracted more than 90 participants.

As our ESRs were only recruited in month 9 of the project, there are at the time of writing of this Deliverable (i.e., 3 month after the ESRs were hired), non surprisingly no peer-reviewed scientific publications by our ESRs have already been already accepted for publication and could be reported yet. Scientific publications as well as further co-organised events and activities with different types of stakeholders and other projects/ITNs will however be the focus of our dissemination activities of the next project year.