D9.2

Report on Standardisation and Dissemination - v1

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This report describes the status of standardization activities related to USEMP topics and reports on the undertaken standardisation and dissemination.
It will be updated by D9.4 in month 24.

Project acronym	USEMP
Full title	User Empowerment for Enhanced Online Presence Management
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Deliverable type	Report
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Version	Changes
D9.2_ToC	Headers agreed (VELTI)
D9.2_v1	First integration of contributions (CEA, VELTI, CERTH)
D9.2_v1.1	Second round of integrations (iMinds)
D9.2_v1.2	Third round of integrations (CEA, HWC)
D9.2_v1.3	Standardisation plan (CERTH, HWC)
D9.2_v1.4	Sections 2.3, 3.1.2, 3.2.1 (CEA, HWC)
D9.2_v1.5	Contributions to 3.4, 3.5.1, 3.5.2 and 3.5.3 (VELTI)
D9.2_v1.6	Contributions to all section with corrections (CERTH)
D9.2_v1.7	Last round of contributions by all partners
D9.2_v1.8	Final version – after internal review by iMINDS and CEA

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1. Introduction

This deliverable includes the first year plan for dissemination targets, the dissemination targets achieved to date and the planning for dissemination activities in the following years of the USEMP project. The achievements of dissemination targets within the first year time-frame of USEMP are described in terms of consortium activities promoting the project within:

- Publications of conference and journal papers
- Participation in events and/or sessions where USEMP was promoted
- Collaboration with other projects
- Sharing of the concepts of USEMP through the social media kit
- Dissemination achievements are also measured by accounting the USEMP website page views, countries of visit and subscribers to the USEMP social media kit

The internal dissemination and standardisation activities are also included in this deliverable. Internal dissemination includes the deliverables distributed internally and the collaborative website used for internal communication.

2. Project Overview

2.1. USEMP Dissemination Strategy and Objectives

The USEMP platform aims at providing tools that enable OSN users to control their data and to understand how they are used by third parties. An approach is proposed that starts with the study of personal information sharing practices, coupled with a study of the complex legal framework related to this information. It proceeds with the proposal of innovative multimedia information extraction algorithms that infer new knowledge from user data and leverages insights from social and computer science developments to empower the users. As a second goal, USEMP is set to contribute to current debates concerning the way personal data are handled by OSNs and regarding the economic value of personal information and the way it is monetised. To attain its goals, USEMP proposes a multidisciplinary approach that relies on four core domains: (a) empirical user research that combines lab and living lab studies, (b) legal studies that deal with the complex legal framework related to personal data, (c) multimedia information extraction adapted to user empowerment in OSNs and (d) tools for semiautomatic user assistance in personal data sharing management. The four main research pillars interact with each other in the form of a virtuous circle as illustrated in the following Figure 1.
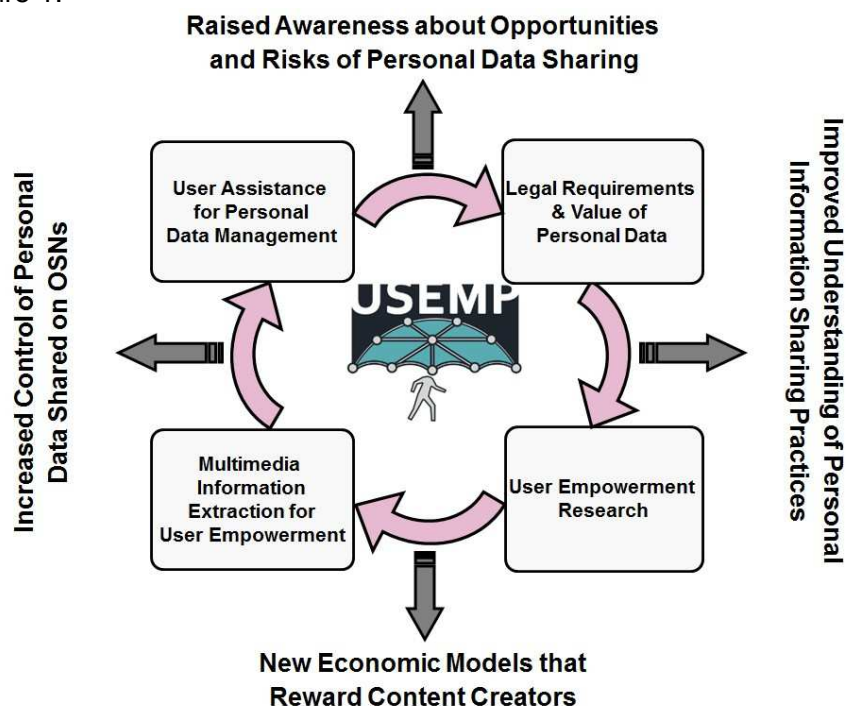
Figure 1. USEMP research pillars

As described in the DoW, the USEMP project is motivated by the following objectives:

- S1. Analyse the existing and proposed legal framework of privacy and data protection with regard to OSNs and assess the value of shared personal information in order to provide useful insights for developing semi-automatic tools that assist users in handling their personal information.
- S2. Advance the understanding of personal data handling through in-depth analysis of privacy feedback & awareness tools and through qualitative and quantitative analysis of data sharing behaviour, including automatic data pre-processing that will allow scaling up the analysis.

- S3. Create multimedia information extraction methods adapted to personal information management, with focus on user feedback and explainability in order to ensure fast adoption by the users.
- S4. Improve the management of personal information by proposing tools that raise the users' awareness regarding the opportunities and risks of sharing data and assist the users in their interaction with such data.
- S5. Contribute to the current debates related to the way personal data should be monetised and propose economic models that are more respectful toward content creators (i.e. OSN users).
- S6. Propose an innovative living labs approach, adapted for personal data handling in OSNs. These objectives are in line with the priorities of the proposed Data Protection Regulation which are best expressed by Viviane Reding, EU's Commissioner for Justice: "The protection of personal data is a fundamental right for all Europeans, but citizens do not always feel in full control of their personal data. My proposals will help build trust in online services because people will be better informed about their rights and in more control of their information. The reform will accomplish this while making life easier and less costly for businesses. A strong, clear and uniform legal framework at EU level will help to unleash the potential of the Digital Single Market and foster economic growth, innovation and job creation." USEMP will contribute to the enforcement of a fundamental right of Europeans by providing mechanisms that increase their trust in their interactions with OSNs.

2.2. Work Packages

The project work plan, illustrated in Figure 2, is organised in eight Work Packages (WP), including a specific WP dedicated to Project Management (**WP1**) for coordinating, steering the project, and interfacing with the EC. **Requirements and Domain Analysis** is handled by **WP2** that delineates the research directions based on the requirements stemming from an in-depth analysis of the personal data sharing domain. WP2 is also tasked with the codification of requirements in a common form in order to enable the formulation of a common research framework for the project. Core **research** activities are conducted in four research work packages, each of which is focused on one of the four scientific dimensions of the USEMP framework: (1) **Legal Requirements and Economic Value** (**WP3**), focusing on the regulatory framework around personal data and on its perceived value, (2) **User Empowerment Research (WP4)**, focusing on an improved understanding of personal information sharing through an array of user studies, (3) **Multimedia Information Extraction (WP5)**, focusing on devising innovative information extraction methods and on adapting them to a user empowerment usage scenario, and (4) **User Assistance in Personal Data Sharing** (**WP6**), aiming at the development of semiautomatic mechanisms that improve users' control and awareness of shared personal data. **Development and integration** will be carried out by **WP7**, focusing on the integration of recommendations and services delivered from the research work packages into a common prototype, and its real-world **instantiation and evaluation** through the project use cases (**WP8**). Finally, **Dissemination and Exploitation** activities will be carried out within **WP9** with the goal of disseminating the project knowledge and results into research and industrial communities, ensuring the maximum possible exploitation of the developed tools and platform.
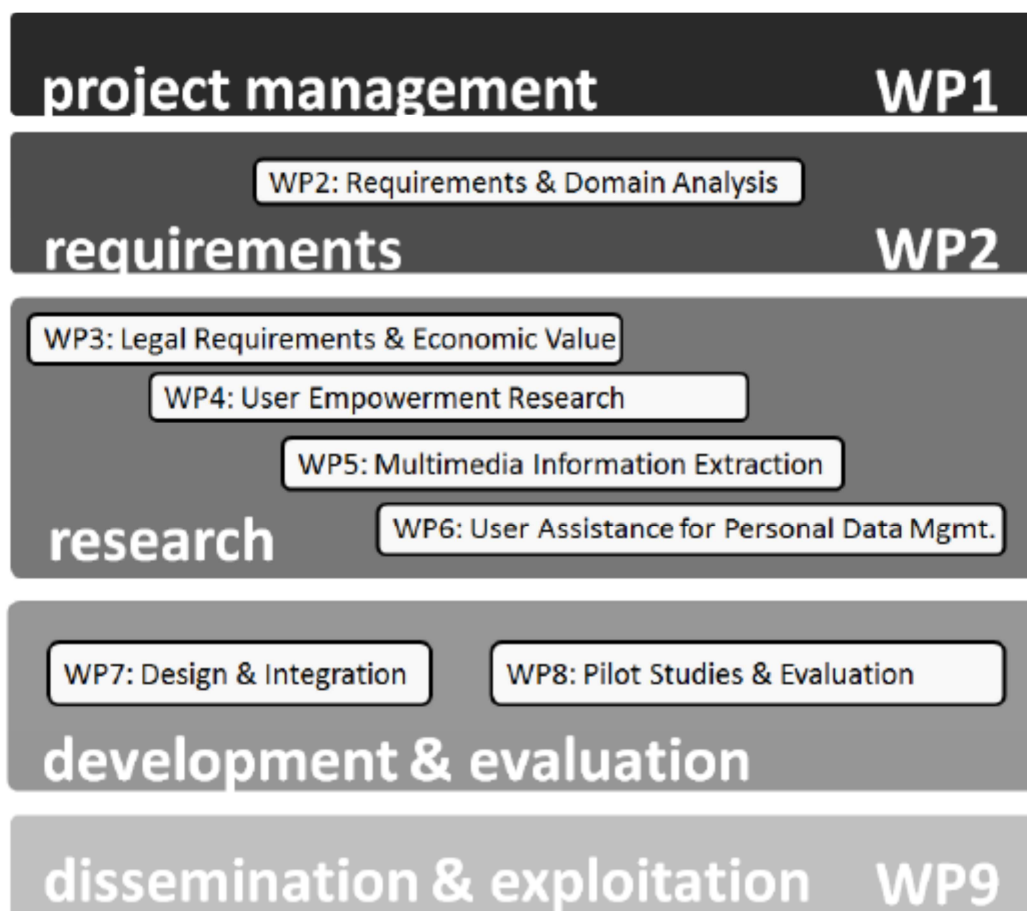
Figure 2. USEMP work packages plan

2.3. USEMP Dissemination Strategy

Dissemination is fundamental for USEMP since its results are addressed to the general public buy also since the awareness about the results of EU funded projects is one of the major EC goals. Dissemination and exploitation actions will aim at the following:

a) Participation in selected exhibitions, workshops and scientific conferences, as well as scientific publications to allow distribution of project results to a wide range of audiences.

b) Utilisation of Social Networks and Web 2.0 for raising citizens' awareness concerning the opportunities and risks related to personal information sharing.

c) Open communication channels with standardisation bodies and seek collaboration with relevant EU projects.

d) Build and maintain a reliable exploitation plan based on extensive market analysis.

More specifically, several dissemination activities are planned:

- Project logo: A project logo was designed and used in all documents and publications.
- Web site: A user friendly web site was designed and serveq as a major dissemination tool. This web site is regularly updated.
- An electronic newsletter will be prepared, reporting the news of USEMP to the general research society but also to the general public. This newsletter will be an annual issue and the first issue will be available end October 2014.
- Leaflets and Posters: Two sets of leaflets and posters were designed and produced. The first set disseminates the objectives, concepts and vision of USEMP. The second

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additionally disseminates public results, outcomes and findings. This material is destined for use in all public events (conferences, workshops, exhibitions, etc.), where USEMP partners participate.

- The USEMP project aims to adopt a high profile within the European Commission research programmes. In this task representatives of the coordinating partner will liaise with EU officials to ensure the maximum possible presence of the project in EU events. The European events and workshops that will be organised will serve also as important dissemination activities.

- Academic partners in the project will submit papers for publication, with the support of industrial partners. Partners will strive to present the results of work carried out within the project in international journals and conferences pertaining to their specific areas of specialisation. A significant number of scientific publications are expected, based on the concept, vision, design and evaluation results of the USEMP project.

- Partners will disseminate project results internally in their organisations. Industrial partners will also disseminate project results to external targets through training. The academic project partners will disseminate the project visions and results via educational staff and students. The intention is that project ideas shall be integrated in different training activities like student projects, incorporation into lectures, etc.

- The partners will develop dissemination actions of project results in the fields of online privacy and data protection. To do this, the partners will perform two main types of activities: Specific conferences and congresses about heritage and technologies (IAPP Data Protection Congress, International Conference of Data Protection and Privacy Commissioners, Internet Privacy Conference); Publications in professional journals in the field of online privacy and data

Dissemination action	End Yr1 values Comments	Values and targets			
		End Yr1 Target	**End Yr1 Values**	End Yr2 Target	End Yr2 Target
Prepare a simple information leaflet about the USEMP project	The target for this action is achieved within the events in which we participated	100 per partner	**Achieved**	100 per partner	100 per partner
Set up public website with relevant news and information featuring USEMP news and events	For more details and description please see **section 3.4**	Increase of 10%	**Achieved**	Increase of 15%	Increase of 20%
Participate and promote USEMP in relevant regional or national events.	USEMP partnership have participated in 4 events for more details see **section 3.1.2**	2	**Achieved**	4	6
Collaborate effectively with other projects consortia, agencies and networks	Collaboration with IoT Lab, exchanges with the SocialSensor. For more details see **section 3.3.2**	1	**Achieved**	3	5
Use social media to provide relevant information to target groups	The social media that USEMP is participating are described in **section 3.5**	8 posts	**Achieved** (FB=2, LinkedIn=2, Twitter=26)	12 posts	20 posts

Table 1. Dissemination KPIs "End of year 1" update

In order to measure the USEMP's Key Performance Indicators (KPI's) targets against the estimated targets proposed in D9.1 "Dissemination plan" deliverable the *"Table 2: Dissemination KPIs"* from D9.1 is updated below in Table 1.

3. Dissemination Activities

3.1. Publications (Journals/Conferences/Workshops)

3.1.1. Important Dissemination Opportunities

A preliminary list of relevant target publication venues has been compiled in Table 2.

Topic	Relevant Journals, Conferences, and Workshops
Social Sciences research	*Conferences*: UMAP, INTERACT, IUI, DIS, Creativity & Cognition, VL/HCC, CHI, EASST, IAMCR, AOIR, ICA, EuroCPR, CPDP, SOUPS - Symposium On Usable Privacy and Security, Conference on the Economics of Information and Communication Technologies, Behavioral Decision Research in Management Conference, Conference on Web Privacy Measurement, BlackHat USA, Workshop on the Economics of Information Security (WEIS) *Journals*: Telematics & Informatics, Info, New Media &Society, Journal of Computer-Mediated Communication, Communications & Strategies, Journal of Economic Literature, Communications & Strategy, Journal of Marketing Research; Journal of Interactive Marketing, Information Systems Research, Journal of Comparative Economics *Community*: Network of Excellence in Internet Science (EINS)
Legal studies	*Journals*: The Modern Law Review; Identity in Information Society; Techne; Science, Technology & Human Values
Social media analysis	*Conferences*: ASONAM, SoDaMin, WebSci, NetSci, Social Computing, FSW, CSCW *Community*: IEEE CS STCSN
Multimedia information Extraction	*Conferences*: KDD, CIKM, ACM MM, ICWSM, WSDM, ICDM, IDA, SDM, Web Intelligence, ECML/PKDD *Journals*: DKE, DAMI, Transactions on Multimedia
Advanced user interface and interaction	*Conferences*: CHI, HCI, UIST, VRST, Mobile HCI, VisWeek
Positioning Living Labs within Design Science Research realm for Design Science Research	*Conferences*: Paper that is focused on positioning Living Labs within Design Science Research realm for Design Science Research in Information Systems and Technologies (DESRIST) 2015 Conference (Deadline 30 January, 2015).
"Genres of Disclosure" research	*Conferences*: Paper regarding "Genres of Disclosure" research which is going on in LTU for the following conference: 13th Australian Information Security Management Conference (deadline unknown). Articles in journals: Planning for the future articles are targeted at one or more of the following journals: The Journal of Information System Security (JISSec), Information Management & Computer Security (MCB UP Ltd), Computers & Security (Elsevier).

Table 2. Related venues for dissemination of USEMP results

3.1.2. Achievements

Padyab, Ali Mohammad, "Getting More Explicit On Genres of Disclosure: Designing Privacy In Digital Age (Research In Progress)", NOKOBIT 2014, 17-19 November 2014

Category: Conference

Status: Submitted

Abstract: Disclosure is all about communication and Genres are about analysing communicative action. "Genres of Disclosure" as repetitive patterns of disclosing has given less attention. Drawing on Palen and Dourish's work, this paper expand its defined scope from a social approach into a more socio-technical approach. Revolutionized by the affordances of a new digital medium, new genres have emerged. We called these new subgenres, secondary genres of disclosure. We provide a taxonomy for these type of genres and some real examples to illuminate the concept. Implications of use for designing privacy and venues for further research are discussed. It is concluded that "Genres of Disclosure" can serve as a basis to preserve privacy by users, system providers and legislators with a common language.

Alexandru Lucian Ginsca, Adrian Popescu, Hervé Le Borgne, Nicolas Ballas and Dinh Phong Vo. Large-scale Image Mining with Flickr Groups. At Multimedia Modelling 2015 Conference (http://www.mmm2015.org/).

Category: Conference

Status: Accepted

Abstract: *Omitted because of submitted patent application related to this paper*

Carina Veeckman, Laurence Claeys, Paulien Coppens, Karel Verbrugge UGent and Isabelle Stevens UGent (2014). Location-sharing applications and information privacy: examining users' willingness to share location information. At: Mobile Preconference ICA, Seattle USA. 21-22/05/2014

Category: Conference

Status: Attended

Abstract: In today's data-driven world, the user's location is becoming an important feature within the creation of mobile services. The implementation of more accurate localization techniques has made it possible to develop new service concepts, and offer more appropriate services to users as information gets adjusted to the context. These location-based services (LBS) offer at first glance greater connectivity and efficiency gains, but seem to question the users' information privacy as well. Possible privacy breaches through tracking and collecting preferences, behavior or identity, makes users concerned to disclose information and fully adopt these services. To address these privacy concerns, this study builds upon the privacy calculus theory to investigate the perceived risks and benefits resulting from the location information disclosure when using LBS. In addition, the role of privacy intervention approaches used by location-based service providers is examined, by including incentive provision, privacy control

and privacy policy. The research model was tested using data gathered from a survey, filled in by 909 respondents. Structural equitation modelling reveals that privacy policy and privacy control both help in reducing privacy concerns, and subsequently the willingness to share location information. Extrinsic benefits have a positive, but moderate effect on willingness to share; while the intrinsic benefit of being aware of someone's activities or presence has the greatest effect. These results enrich privacy research within the LBS context and provide a better understanding of how users can be empowered with regard to the management of their personal data.

Coppens, P., Claeys, L., Veeckman, C. & Pierson, J. (2014). Privacy in location-based social networks: Researching the interrelatedness of scripts and usage. Presented at the SOUPS conference, 9-11 July, California, USA.

Category: Conference

Status: Attended

Abstract: With the increasing adoption of smartphones, location-based social networks and applications gain widespread popularity. However, the disclosure of location information within these networks can cause privacy concerns among mobile users. In most of the research on privacy in location-based social networks, technology is researched as a context factor for explaining privacy related behavior. In our study, we take a post-phenomenological ontological position and we translate this into our empirical research using the Science & Technology Studies perspective on the relation between technical scripts and user practices. Following the work of Madeleine Akrich (1992), we study the privacy scripts in two location-based social networks. In a qualitative user study, we research their framework of action and how they shape privacy concerns and practices.

Pierson, Jo (in press). Interdisciplinary perspective on social media, privacy and empowerment: The role of Media and Communication Studies in technological privacy research, in O'Hara, Kieron David, Scott L., De Roure, David and Nguyen, M.-H. Carolyn (Eds.) *Digital Enlightenment Forum Yearbook 2014 – Social networks and social machines, surveillance and empowerment,* Amsterdam: IO Press.

Category: Book Chapter

Status: Accepted, in press

Abstract: N/A

Marita Holst gave a poster presentation of USEMP at the Enabling ICT day at Vetenskapens Hus (the House of Science) in Luleå which took place on 29/8, 2014. The day was attended by more than 70 individuals from both academia, the government as well as the industry. A detailed program of what the day featured can be found at: http://www.ltu.se/research/areas-of-excellence/enabling-ICT/News/Rapport-fran-Mojliggorande-IKT-Dagen-1.120718?l=en

Category: Poster presentation

Status: Complete

Abstract: N/A

Anna Ståhlbröst gave a short presentation of USEMP at a workshop in Kulturens Hus (House of Culture) in Luleå on June 10, 2014.

Category: Poster presentation

Status: Complete

Abstract: The theme was Regional strengths, possible activities and challenges for a sustainable growth and expansion. Topics targeted was information about on-going and planned activities in Västerbotten/Skellefteå and Norrbotten/Luleå, future directions for Enabling ICT-Smart Regions, international positioning as well as possible future funding alternatives. Furthermore, during the workshop professor Christer Åhlund from LTU started by presenting the research areas within the theme "Enabling ICT". Thereafter, the regional development strategy of Västerbotten was presented by Magnus Rudehäll. Also Smart Cities and Smart Regions in EU was presented by Lars Wikman from North Sweden. Moreover, Cathrine Melby, IT Norrbotten talked about the Digital Adgenda, Ingrid Thylin from Skellefteå munipality talked about Skellefteå's development strategy and Per Dinborn, also from Skellefteå municipality talked about Open data. Finally Håkan Wiklund from Luleå municipality talked about the Luleå's development strategy.

Mireille Hildebrandt and Laura Tielemans, "Data Protection by Design and Technology Neutral Law," Computer Law & Security Review 29, no. 5 (Oct. 2013): 509–521

Category: Book chapters

Status: Complete

Abstract: N/A

Hildebrandt, M. (2014). Location Data, Purpose Binding and Contextual Integrity: What's the Message? In L Floridi (Ed.), Protection of Information and the Right to Privacy - A New Equilibrium? 31-63 Dordrecht: Springer

Category: Book chapters

Status: Complete

Abstract: N/A

3.1.3. Planning

CERTH and CEA:

- **Preparation of editorial on ComputingNow magazine:** CERTH in collaboration with CEA plan the preparation of an editorial on USEMP topics for the ComputingNow magazine (http://computingnow.computer.org/portal/web/computingnow). The editorial will consist of a short overview of USEMP topics, including related works, and a couple of interviews from industry representatives. The target delivery date is November 2014 and the target publication time is January 2015.

- Preparation of common submission focused on multimedia geolocation. If results are promising, a paper will be sent to ICMR 2015 (submission deadline January 2015).

CEA:

- We will participate to MMM 2015 to present the accepted paper on large-scale image mining. In addition to common submissions with CERTH and depending on the advancement of current work, we plan to submit two or three papers to the following upcoming conferences (with associated deadlines): ECIR 2015 (October 2014), ICMR (January 2015), SIGIR 2015 (January 2015), JCDL 2015 (January 2015), ICWSM 2015 (submission deadline not yet announced)

CERTH:

- Although no submission has been made to date (September 2014), we are currently considering submissions to one or two of the following upcoming relevant conferences: ICMR 2015 (January 2015), WWW 2015 workshops (January 2015), SIGIR 2015 (January 2015), ICWSM 2015 (submission deadline not yet announced). Depending on the timing of results, the target conference may change.

Velti:

- Submitting a position paper for personal data valuation. Candidate conference is the, European Conference on Information Systems (ECIS 2015).

IMINDS:

- Based on the research of Deliverable 4.1, we are considering a contribution to one or more of the following academic conferences: IAMCR – International Association for Media and Communication Research 2015, July 12-16, Montreal (submission February 2015); CPDP – Computers, Privacy & Data Protection, January 21-23, Brussels (submission October 2014); SOUPS – Symposium On Usable Privacy and Security, July 22-24, Ottawa (submission deadline not yet announced); 4S – Society for Social Studies of Science 2015, November 11-15, Denver (submission deadline not yet announced).

  These papers should result in publications in one or more of the following journals: Telematics & Informatics (Elsevier); European Journal of Communication (Sage); Communications & Strategies (Digiworld IDATE); Science, Technology & Human Values (Sage).

LTU:

- Preparation of a paper that is focused on positioning Living Labs within Design Science Research realm for Design Science Research in Information Systems and Technologies (DESRIST) 2015 Conference (Deadline 30 January, 2015).
- Submission of a paper regarding "Genres of Disclosure" research which is going on in LTU for the following conference: 13th Australian Information Security Management Conference (deadline unknown).
  Our plan for future articles are targeted at one or more of the following journals: The Journal of Information System Security (JISSec), Information Management & Computer Security (MCB UP Ltd), Computers & Security (Elsevier).

3.2. Events and Sessions Participation

3.2.1. List of Events and Sessions

1. Future Internet Assembly 2014, Athens

USEMP partners represented the USEMP project on the Future Internet Assembly, held in Athens, 18-20/3/2014. CEA LIST - France (Adrian Popescu) and Velti – Greece (Theodoros Michalareas) presented the USEMP project in the context of the "Mobile Crowdsensing, Social and Big Data as Innovation Enablers for Future Internet Cloud-based Architectures and Services" workshop.
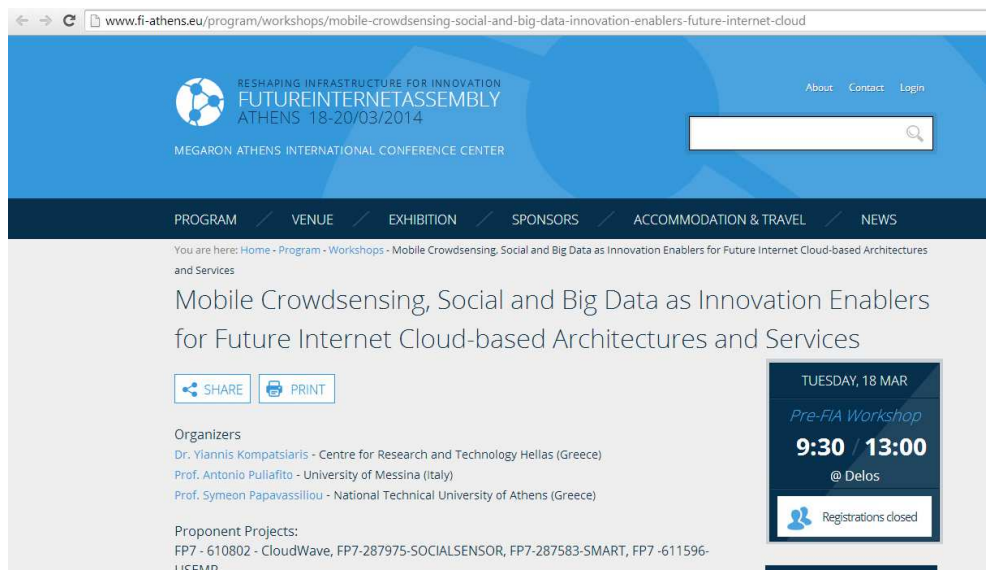

Figure 3. "User Privacy in FI Social Networks" session page

The titles of the two presentations are:

- *"User Privacy in FI Social Networks". Slides*: http://www.fi-athens.eu/sites/default/files/presentations/9.usemp_fia2014-Popescu_0.pdf
- *"Mobile Platforms and Integration with IoT Technologies" Slides*: http://www.fi-athens.eu/sites/default/files/presentations/4.VELTI%20-%20Mobile%20Platforms%20and%20integration%20with%20IoT%20technologies-TMichalareas_0.ppt

2. 26th International Conference on Advanced Information Systems Engineering (CAiSE 2014)

CERTH contributed to the organization of an industrial panel under the title "Social Media for Commercial Applications and Opportunities" in the context of the 26th International Conference on Advanced Information Systems Engineering (CAiSE 2014) that took place in Thessaloniki, Greece, on 20th June. The panel included a number of Greek companies and SMEs that are active in the area of social media monitoring, management and mining.

VELTI presented the USEMP approach for the value of personal data in the Industrial Session of the 26th International Conference on Advanced Information Systems Engineering (CAiSE 2014), which held in Thessaloniki, Greece, June 16-20, 2014 and organized by CERTH. The presentation focused on USEMP use cases, USEMP approach to evaluating

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personal data value and USEMP Databait Research platform architecture. The slides are available: http://www.slideshare.net/theo99/usemp-value-of-personal-data-caise-14-presentation

Figure 4. CAISE 2014 Logo

3. CAPS 2014 conference

CEA (Adrian Popescu) presented USEMP at the CAPS 2014 conference (http://caps-conference.eu), organized by the European Commission and held in Brussels on 1 – 2 July 2014. This conference is intended to federate projects which focus on collective awareness, with focus on those financed by the European Commission.

Figure 5. Program of CAPS 2014 project presentations.

Figure 6. Ethicomp 2014 website caption.

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4. Computer Ethics Philosophical Enquiries 2014, Paris, France.

ICIS (Katja de Vries) presented about USEMP in a panel entitled "Thirty Years of Computer Ethics, Going Forward" (panel organized by Mariarosaria Taddeo and Judith Simon), at the "Computer Ethics Philosophical Enquiries" (CEPE) 2014 conference, CERNA – Pierre and Marie Curie University, Paris, France, 24 June 2014. Conference website: http://cerna-ethics-allistene.org/CEPE+ETHICOMP+2014/

5. Workshop 'Creating a Data Ecosystem Centre on the Individual: Context and Policy', London

Mireille Hildebrandt, Keynote 'PDM 2.0', a dialogue hosted by the International Institute of Communications (ICC), 11 October 2013

6. Presentation 'Wrap-Up, or Unpacking?', Brussels

Mireille Hildebrandt, Workshop on the issue of data protection impact assessments, EPINET. 4th November 2013

7. Presentation 'On Site(s) in our Onlife World(s). Brains Minds and Selves in Big Data Space', Vilnius

Mireille Hildebrandt, Panel on the Onlife Initiative, ICT2013, 7th November 2013

8. Keynote 'Location data, purpose binding and contextual integrity Side constraint or balancing act', Haifa

Mireille Hildebrandt, Privacy Workshop: From Theory to Practice, Haifa Center for Law & Technology, Faculty of Law, University of Haifa, 12 December 2013.

9. Lecture presentation 'Who knows what about me in Big Data Space', Groningen

Mireille Hildebrandt, Guest Lecture Studium Generale University of Groningen, 16th December 2013

10. Presentation: 'Big Data: Science, Technology or Religion? Preempting Precaution', Brussels

Mireille Hildebrandt, 'Big Data and Security in Europe' symposium, organised by Louise Amoore at Biblioteque Solvay, 21st January 2014

11. Organisation of full day symposium 'Impact Assessments: Interfacing Normative and Empirical Approaches', Brussels

Mireille Hildebrandt, co-organised with Leon Hempel, Niels van Dijk and Kjetil Rommetveit, CPDP2014, 24th January 2014

12. Presentation 'Should behavioural targeting practices be banned', Amsterdam

Mireille Hildebrandt, presentation at the INFLUX Conference at the IVIR, UvA (Institute of Information Law, Faculty of Law - University of Amsterdam), 3rd July 2014

13. Presentation 'Group profiling & group privacy', Amsterdam

Mireille Hildebrandt, presentation at the workshop on Group Privacy, organised by the Oxford Internet Institute and the University of Amsterdam, 9th September 2014

14. Contribution to Legal Panel UK: 'Anonymisation: too good to be too true', London

Mireille Hildebrandt, Contribution to Legal Panel UK Anonymisation Network, 11th September 2014.

15. Presentation 'Open Data and Big Data. The politics and economics of Big Data Sharing' Uppsala

Mireille Hildebrandt, Symposium on Public Domain and Democracy in the Digital Age, 18th September 2014.

3.2.2. Planning

CEA-CERTH:

- Participation to MediaEval 2014 (http://www.multimediaeval.org/mediaeval2014), following USEMP's successful participation (CEA and CERTH) to Placing Task of this evaluation campaign. These tasks allow the consortium to evaluate a part of the multimedia mining tools developed in USEMP.

Velti:

- Participation to the Mobile World Congress, Barcelona 2015 (http://www.mobileworldcongress.com)

3.3. Collaboration with other Projects

3.3.1. Clustering activities

European Centre for Social Media (http://www.socialmediacentre.eu**):** This is led by CERTH, with the goal of bringing together different researchers working in research areas related to social media. The first steps have been the listing and liaison with a number of highly relevant EU projects (including USEMP). In the future, the initiative will include targeted networking, clustering and dissemination activities to help with the diffusion of research results and the awareness of research activities in the area.

3.3.2. Achievements

SocialSensor (http://www.socialsensor.eu/)**:** This is an FP7 Integrated Project coordinated by CERTH. The project is to be completed by the end of October 2014. Several of the research results of SocialSensor could be reused (after appropriate extension/adaptation) in USEMP. CERTH has already taken steps to liaise with the project and to make USEMP partners aware of the outcomes of SocialSensor. Among these actions, Georgios Petkos

presented SocialSensor during the USEMP quarterly meeting held in Brussels on 16 – 17 September 2014.

REVEAL (http://revealproject.eu/): This is an FP7 Integrated Project, in which CERTH participates as partner. The project started on November 2013. In addition to the fact that both projects deal with social media data and content, a commonality stems from the fact that both projects involve legal experts in the consortia, investigating emerging legal issues in the context of multimedia processing and data mining technologies on social media content.

IoT Lab

USEMP has established collaboration with IoT Lab (http://iotlab.eu/), a project within the FIRE program working on crowdsource-driven research. For the collaboration between IoT Lab and USEMP the following areas have been identified:

- The use of USEMP tools to enhance IoT Lab privacy protection capacity.
- There are different alternatives defined by IoT Lab:
    - To integrate USEMP tools into the IoT Lab platform
    - To provide USEMP tools to the IoT Lab users for them to follow up on privacy in IoT Lab experiments and use.
    - To provide USEMP tool as part of the IoT Lab platform for the Privacy officer to monitor privacy – internal "watch-dog"
- To share experiences to improve our privacy strategies with the intention to implement a high standard policy
- Joint outreach actions including to actively invite other initiatives to join with the intention to establish a "Privacy interest-group" or similar

The added value expected from the collaboration would strengthen and accelerate the mission in both projects to protect the privacy rights of individuals on a wider scale and more specifically for USEMP to exploit the USEMP-tools in additional use-cases and by this support USEMP exploitation.

Partners involved in the USEMP – IoT Lab collaboration: LTU, VELTI, CEA and iMinds

List of actions done:

- The USEMP team has shared the technical documentation and the IoT Lab consortia are investigating how integration could be supported. (The USEMP project has a dedicated task on FIRE integration to support the collaboration).
- A MoU is in progress to be signed by both projects.
- USEMP task T2.4 is developing APIs for IoT Lab integration.

IoT Lab (http://www.iotlab.eu/): This is an FP7 FIRE project coordinated by Mandat International which aims at researching the potential of crowdsourcing to extend IoT testbed infrastructure for multidisciplinary experiments with more end-user interactions. IoT Lab and USEMP share a focus on processing end-user data and an initiative was taken in order to create an API which will integrate USEMP tools in FIRE facilities. Moreover, a common strategy regarding privacy strategies will be adopted by the two projects and will be validated through a memorandum of understanding which will be signed by the end of October 2014.

3.3.3. Planning

In addition to the projects which were already mentioned, USEMP partners will actively survey other existing or upcoming relevant initiatives. For instance, CEA is part of the MUCKE FP7 project, which focuses on large scale text and image mining and will run until October 2014. After adaptation, a part of MUCKE resources (i.e. structured textual and visual resources) could prove useful for multimedia mining tools developed in USEMP and their exploitation will be explored.

3.4. USEMP Website

The USEMP website (http://www.usemp-project.eu – Figures 7) has been prepared since the early beginning of the project, providing the external community with up-to-date information on the progress of the project.
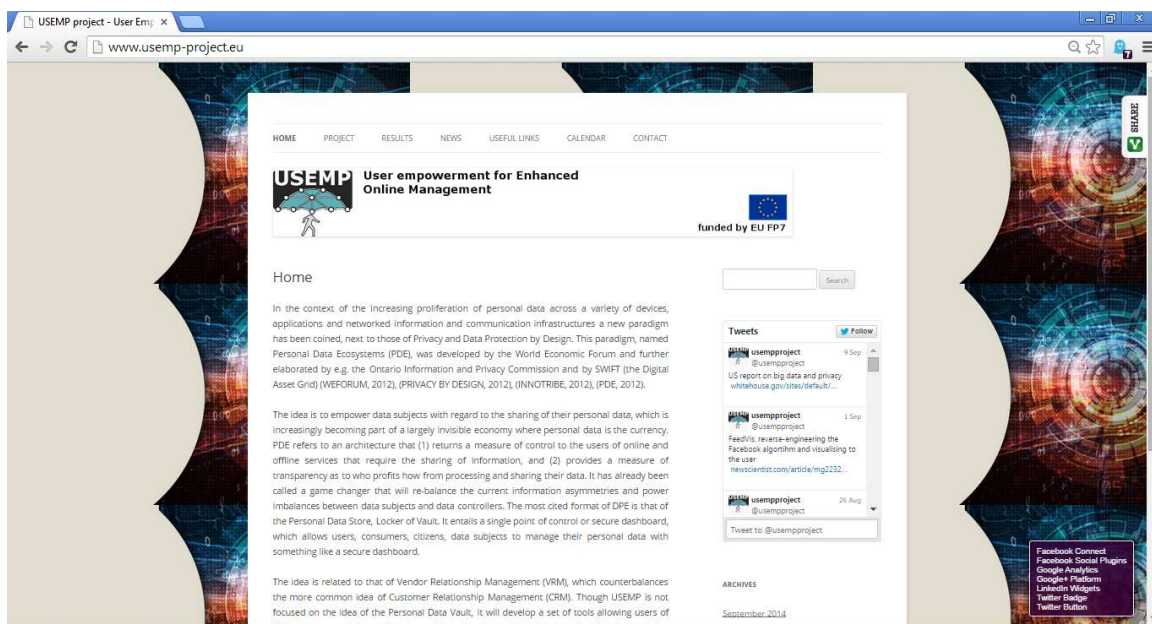
Figure 7. User Empowerment for Enhanced Online Management (home page)

The goal of the public part of the web site is to foster project awareness by presenting USEMP's technical concept, scope and objectives, the planned approach, as well as the work load broken down in work packages.

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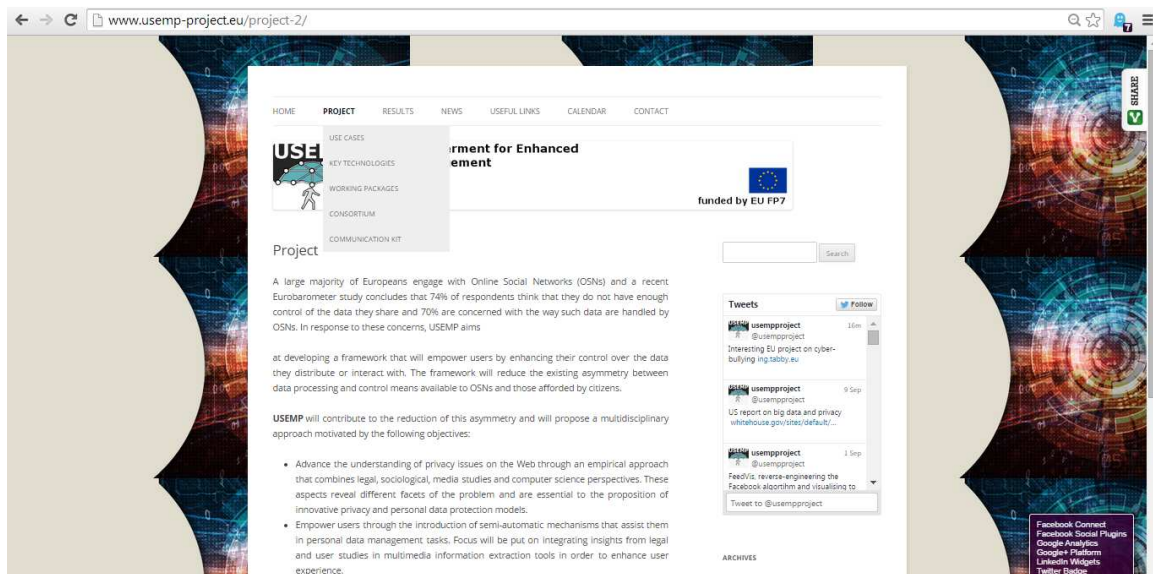
Figure 8. User Empowerment for Enhanced Online Management (home page > select "PROJECT" menu)

The web site is continuously updated with publications (public deliverables, magazines articles, conferences/workshops papers etc. – see Figure 9) achieved by the project consortium, thus ensuring that USEMP's results are timely and widely disseminated in an attempt to promote the adoption of the project's technical concepts. The site's updates are also captured in a separate news section to facilitate easier follow up by the interested readers. The web site also features the necessary contact information for the consortium as a whole.
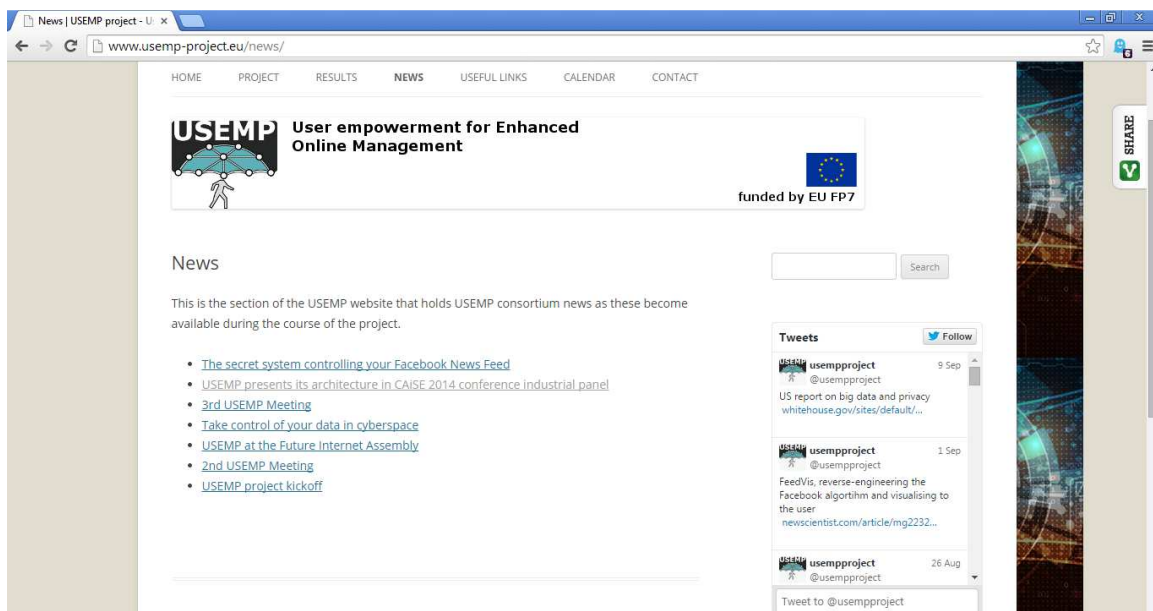
Figure 9. User Empowerment for Enhanced Online Management (home page > select "NEWS" link/menu)

The statistics of the USEMP web page site, based on the Google Analytics are the following:

- Unique visitors: 482

- Page views: 1,805
- Countries: 35

Figure 10 depicts the allocation of visitors based on their geo-location, while Figure 11 presents the number of page views from the beginning of the operation of the Google Analytics service. We observe that the number of visitors is continuously increasing, achieving the goal that has been set for the first year, as it is described in Section 2.3.
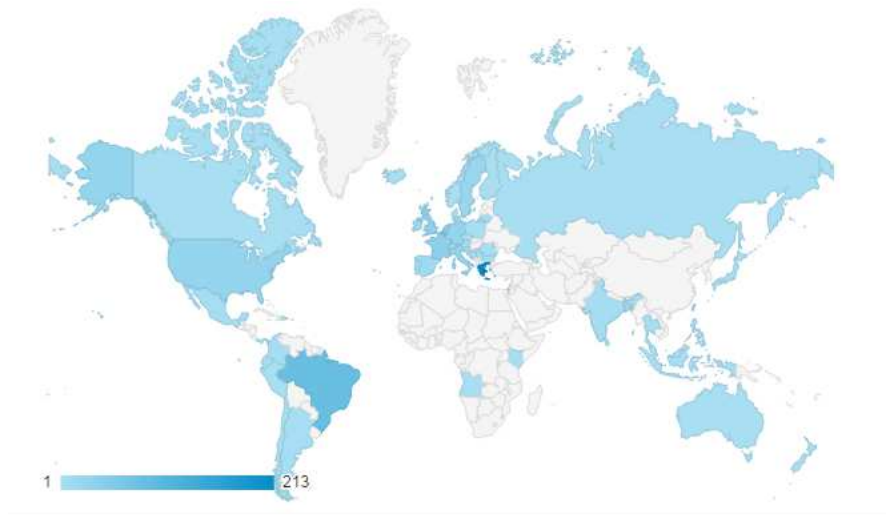
Figure 10. Map of visitors for the period of February 2014 – September 2014 (Source: Google Analytics)
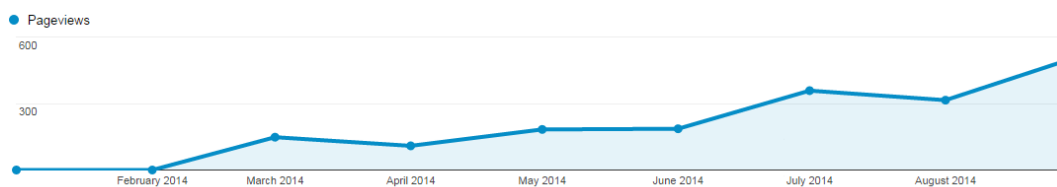
Figure 11. Number of pageviews for the period of February 2014 – September 2014 (Source: Google Analytics)
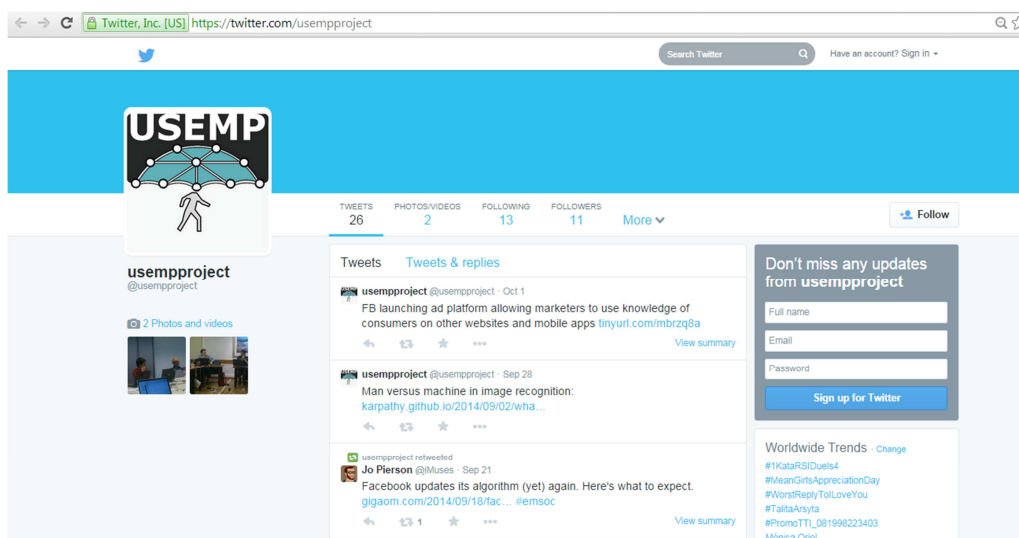
Figure 12. Front page of the USEMP Twitter account

3.5. Social Media

3.5.1. Twitter

usempproject

https://twitter.com/usempproject/status/441139826759196672

The Twitter account is currently active under the account name: usempproject (Figure 12). Overall 26 tweets were posted and they are all relevant for the USEMP project, while 12 users are following USEMP account. Although an intensive social media campaign would be preferable for USEMP, the consortium will also investigate the usage of the scoop.it application.

3.5.2. LinkedIn

https://www.linkedin.com/groups/FP7-ICT-USEMP-project-community

The USEMP LinkedIn account is active and provides a more business-oriented social networking service (Figure 13). As of June 2013, LinkedIn reports more than 300 million members in more than 200 countries and territories[1]. Using this communication channel, the USEMP project will have the opportunity to increase the awareness about its outcomes of industrial or academic partners, which interests are relevant to privacy, user empowerment and ICT issues in general.

Figure 13. Front page of the USEMP LinkedIn account

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[1] LinkedIn's Q1 2014 Earnings, http://blog.linkedin.com/2014/05/01/linkedins-q1-2014-earnings/

3.5.3. Facebook

https://www.facebook.com/usempfireproject

The Facebook account is currently active, for dissemination of the events that USEMP members participate in and the notification of registered users for the published deliverables or dissemination material (Figure 144). Facebook will facilitate the discussion, not only with academic/industry experts but also with other interesting parties e.g., users. In addition, the Facebook page will provide the project with a channel for receiving direct feedback regarding USEMP work.

Figure 14. Front page of the USEMP Facebook account

3.6. Communication Kit

The USEMP official communication kit (flyer, presentation templates, logos) is publicly available for anyone to download and view, as it is described below.

- USEMP presentation, providing information about the project and the consortium is available to download here (Figure 15): http://www.usemp-project.eu/wp-content/uploads/2014/02/usemp_project_presentation.pptx

- USEMP project flyer (see Figure 156), providing an overview of the project deliverables is available to download here: http://www.usemp-project.eu/wp-content/uploads/2014/02/usemp_flyer.pdf

- USEMP poster (see Figure 177), summarizing the approach and challenges of the project is available to download here: http://www.usemp-project.eu/wp-content/uploads/2014/02/usemp_poster.pdf

- USEMP charter (see Figure 188), summarizing the project timeline and expected impact is available to download here: http://www.usemp-project.eu/wp-content/uploads/2014/02/USEMP_charter.pdf

21
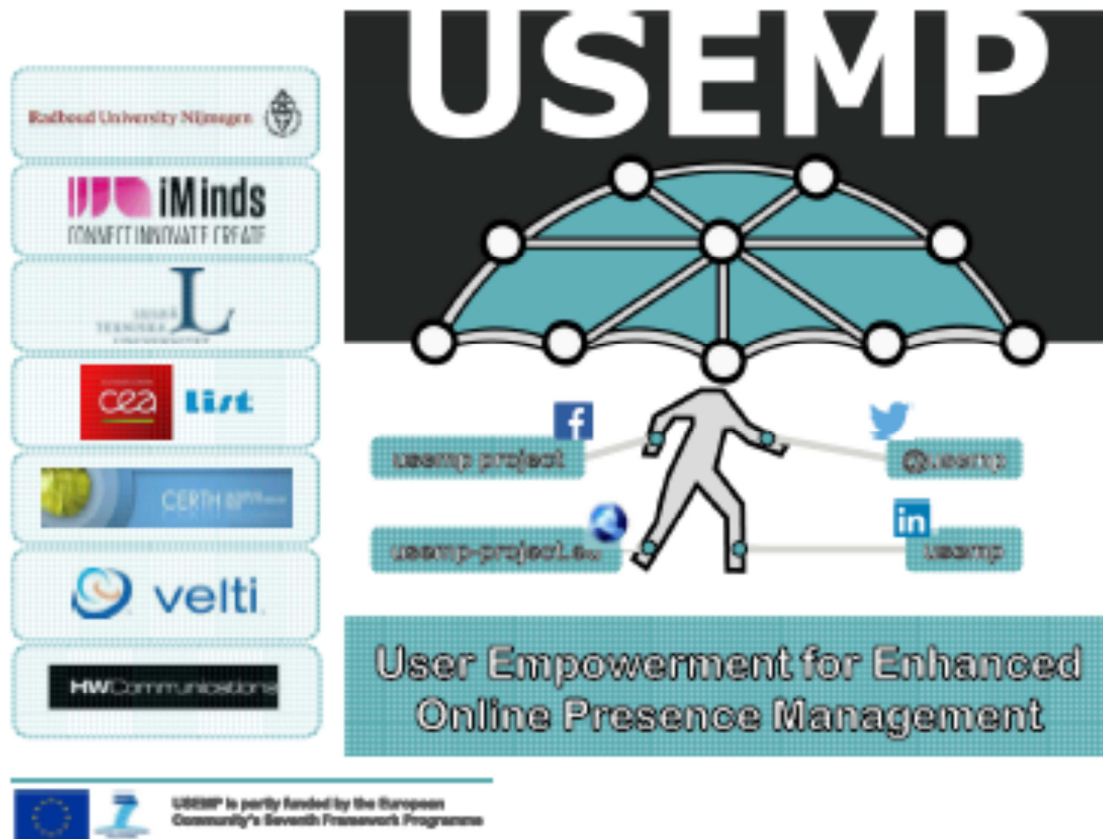
Figure 15. USEMP project flyer page 1

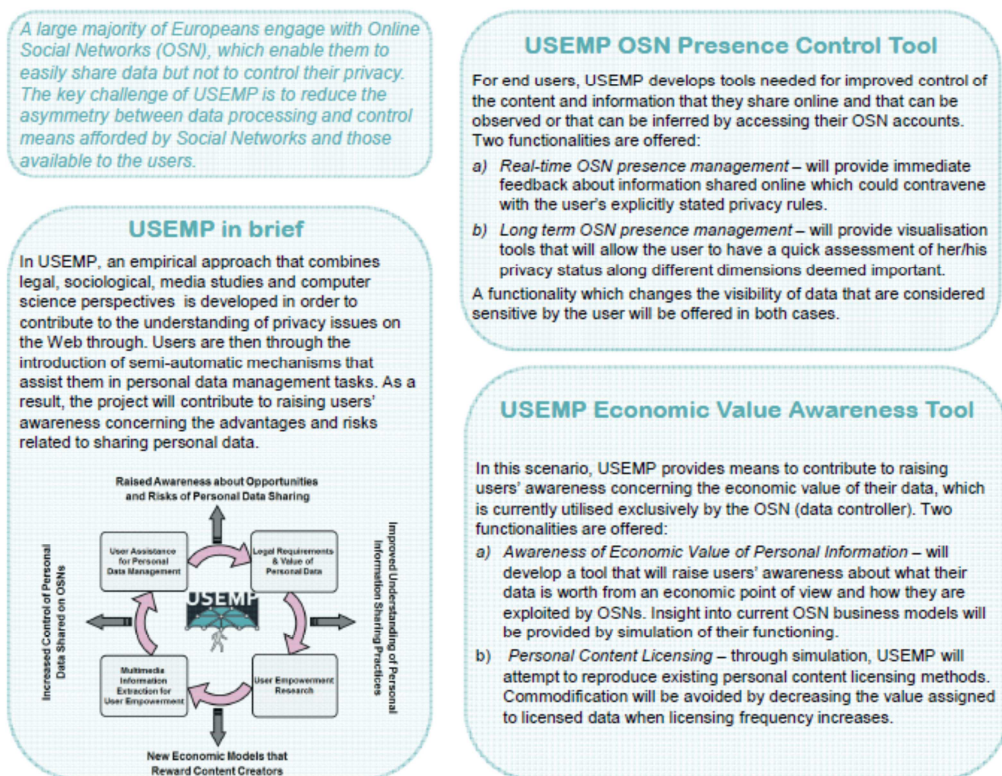*Figure 16. USEMP project flyer page 2*

Figure 17. USEMP poster

Figure 18. USEMP Project Charter

4. Internal Dissemination

4.1. Published Deliverables

Following the project description of work, a number of deliverables were completed and distributed to partners during the first period of the project:

- D1.1 Financial and quality plan (M2, CEA) describes the administrative procedures implemented to support the project work efficiently.
- D1.2 Project progress report, (M6, CEA) presents the project progress at the end of the first two quarters.
- D2.1 Multidisciplinary use case analysis (M6, IMINDS) details the outcomes of the multidisciplinary work done to analyse and refine the initial use cases.
- D2.2 Requirement definition (M6, HWC) describes the requirements of the project.
- D4.1 Social requirement analysis v1 (M9, IMINDS) presents the results of a user study concerning personal information sharing.
- D7.1 Architectural design document (M8, HWC) defines the technical architecture needed to support USEMP developments.
- D9.1 Project presentation, communication kit, website, communication and dissemination plan (M3, VELTI) details all media and material used to disseminate project results.

Public deliverables will be uploaded on the project website (see screenshots and details about the project website in following section 4.2.) after their review and approval by the EC.

4.2. Project collaborative website

The chosen project collaboration area is PBworks, where everyone within the USEMP consortium can, and has contributed and exchanged work. In *Figure* 199 you can see a print screen of the USEMP front page and in Figure *20*20 a print screen of the USEMP activities utilising the PBworks 2GB allowance of storage area. The specific URL in PBworks for USEMP is http://usemp.pbworks.com/ which is access controlled. Among the shared material between the consortium members are:

- Deliverables published, revisions and contributions storage (see section 4.1 for list of published deliverables),
- Storage for presentations created and presented by the consortium members,
- Consortium meetings details (where to meet, meal arrangements, links to maps for the meetings etc.).
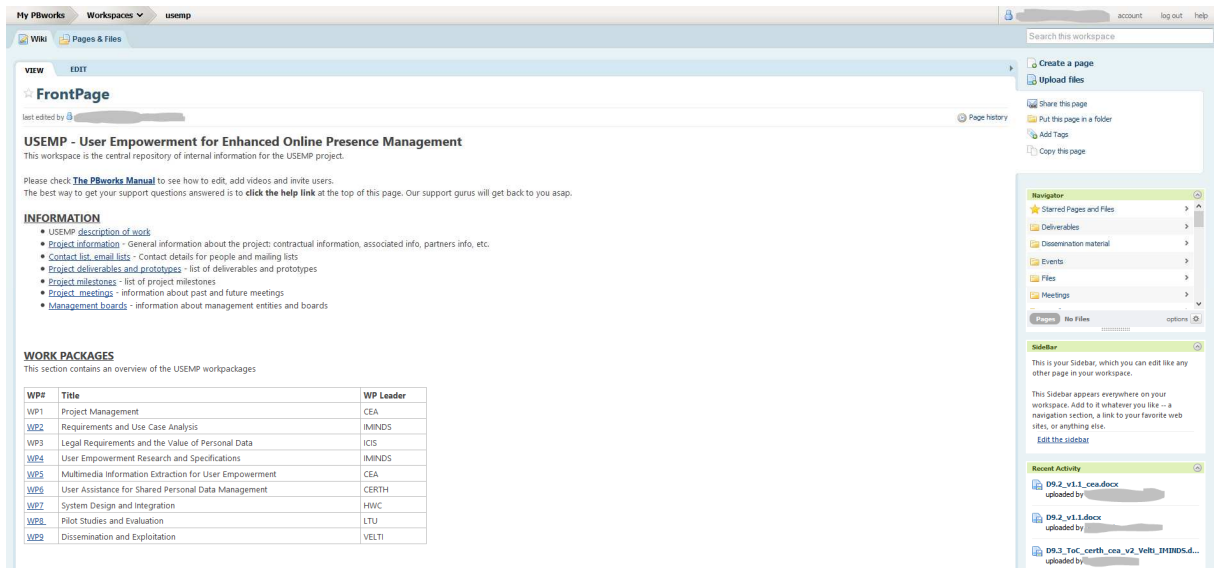
Figure 19. http://usemp.pbworks.com front page print screen

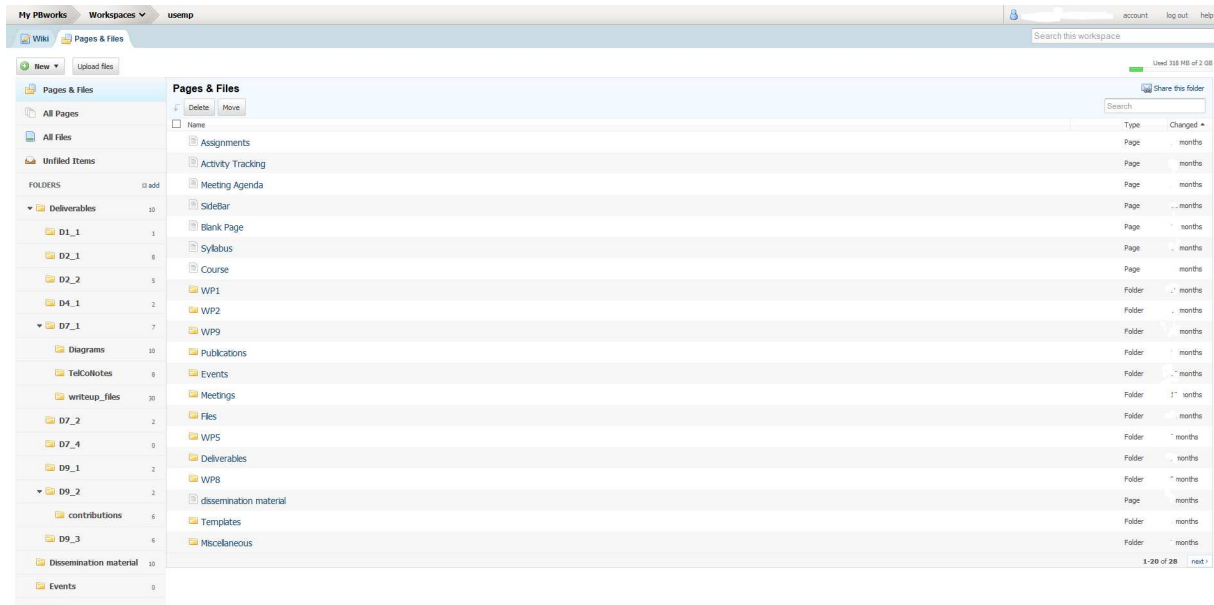*Figure 20. http://usemp.pbworks.com pages and files storage print screen*

5.Standardisation Activities

5.1. Monitoring of Standardisation bodies

As a consortium, there are many relevant standards that are followed because of the multifaceted nature of the project. Within the first year of USEMP, the research has produced requirements (D2.2 and D4.1), use-cases (D2.1) and architecture design (D7.1) according to the planned work-packages and deliverables. The outcome from these deliverables is primarily with regard to requirements that fulfil the USEMP objectives for experimentation the system is custom build and partitioned in two main parts the frontend and backend. The USEMP-frontend is the graphical user interface that enables the interactions between real volunteers/subscribers (referred to as USEMP-Subscribers) and the USEMP services (that are located in the USEMP-backend). The USEMP-backend is where each USEMP-frontend service will read and/or write information in order to enable the processing by the USEMP analytics. There are several organisations and working groups dealing with USEMP objectives, notably are provided in Table 3.

Stand. Body	Description
European Commission (EC) and the Article 29 Working Party (Art. 29 WP)	A working group composed of representatives of data protection authorities in all EU countries in the effort to reform the EU legal framework on the protection of personal data (http://ec.europa.eu/justice/data-protection/article-29/index_en.htm)
MPEG-7/21 Usage Environment	USEMP will closely follow current developments of the MPEG-7/21 Usage Environment that are aimed to integrate user characteristics such as demographic data, preferences, history or accessibility. Special attention will be given to content filtering, classification and creation preferences which are of outmost importance to USEMP
European Network and Information Security Agency (ENISA)	The agency focuses on Network and Information security within the European Union. It federates activities that address, respond and prevent security problems in networked environments. Since USEMP works with personal data, we will closely observe the ENISA's works and recommendations concerning data security in order to build a secure platform.
W3C Privacy Interest Group (PIG)	This group is active in the areas of preservation of privacy within the web technologies that collect, process and publish personal data. (http://www.w3.org/Privacy/)
The W3C Tracking Protection Working Group	This group focuses on improving user privacy and control via the definition of mechanisms that incorporate user preferences into Web tracking and blocking tools. The group's work is focused on controlling behavioural data, which are also exploited in USEMP and the convergence points will be identified and exploited. (http://www.w3.org/2011/tracking-protection/)
W3C Social Activity	The W3C Social Activity is related to the Data Activity and ongoing Security Activity. Interoperability around social should be standardized in order to allow communication between heterogeneous Web applications that feature explicitly social features such as status updates and user profiles. Currently, APIs and protocols in this space do not allow easy transfer of social data between existing systems, as is required by many "social business" systems for both business-to-business and business-to-customer relationships. Naturally, the outcomes of this activity will be of interest to USEMP from a privacy and data protection point of view, as

	well as due to the new cross-social media data exchange possibilities that will be made available through it.
OAuth 2.0 (IETF Auth WG)	Because USEMP incorporates data-transactions between the USEMP-Platform and Facebook-Platform of services the policies imposed about 'data use', 'developers policies', 'API standards' and 'Terms and Conditions' need to be followed and incorporated in USEMP-platform. The Facebook uses open-standard OAuth 2.0 (http://oauth.net/2/) for *'secure authorisation and focuses on client developer simplicity while providing specific authorization flows for web applications, desktop applications, mobile phones, and living room devices. This specification is being developed within the IETF OAuth WG* (https://www.ietf.org).
W3C Linked Data Platform (LDP) Working Group Charter	This working group charters mission is to produce a W3C Recommendation for HTTP-based (RESTful) application integration patterns using read/write Linked Data. (http://www.w3.org/2012/ldp/charter)
The ISO/IEC 27000-series (also known as the 'ISMS Family of Standards' or 'ISO27k' for short)	This family of standards companies handling data and data-security (http://www.27000.org/). More specifically the Published standard ISO/IEC 27032 Information technology Security Techniques - Guideline for cybersecurity. Also part of the ISO27k is the ISO 27001 where the specification for an information security management system (an ISMS).
ETSI	Monitoring standardisation efforts for *"the protection of citizens data in the Cyber-world"* (Cybersecurity) from ETSI (http://www.etsi.org) see news event http://www.etsi.org/news-events/news/769-2014-03-etsi-to-develop-european-standards-for-cybersecurity
CEN/CENELEC /ETSI Defence Standardisation Coordination Group	It is expected that issues related to control of data sharing will appear as a consideration in this group. http://www.cencenelec.eu/standards/Sectors/DefenceSecurityPrivacy/defence/Pages/default.aspx
OASIS open standards	OASIS open standards include a number of interesting technical committee (TC) relevant to USEMP management of private data (https://www.oasis-open.org/committees). Indicative TC: • 'OASIS Privacy Management Reference Model (PMRM) TC' their focus is to provide a standards-based framework that will help business process engineers, IT analysts, architects, and developers implement privacy and security policies in their operations. • 'OASIS Privacy by Design Documentation for Software Engineers (PbD-SE) TC' their focus is to privacy governance and documentation standards for software engineers. It enables software organizations to embed privacy into the design and architecture of IT systems, without diminishing system functionality

Table 3. Standardisation activities related to the objectives of USEMP.

5.2. Standardisation Plan

HWC will track the Information Commissioner's Office (ISO http://ico.org.uk/) standards and regulations associated with UK data protection law. ICO is *'the UK's independent authority set up to uphold information rights in the public interest, promoting openness by public bodies and data privacy for individuals'*. HWC will track all the above standards but it's unlikely to contribute to them within the project. HWC has active representation within the newly formed CEN/CENELEC/ETSI Defence Standardisation Coordination group (DSCG). HWC will be tracking activity of this group with respect to standardisation of information sharing systems, and will contribute where appropriate.

Velti will monitor W3C activities and specifically the Privacy Interest group, focusing on ongoing privacy issues that affect the Web (http://www.w3.org/Privacy). The Privacy Interest group investigates potential areas for new privacy work, and provides guidelines and advice for addressing privacy in standards development. Special attention will be given to the Tracking Protection Working Group (http://www.w3.org/2011/tracking-protection), which seeks to standardize the technology and meaning of Do Not Track, and of Tracking Selection List. Velti will identify opportunities to participate to W3C events and contribute e.g., to a W3C position paper that is relevant to privacy issues and social networks.

As a consortium with partner contributions there is no direct path that we can foresee in contributing to the above mentioned standards for the duration of the project. If contributions are made, these will be mentioned in the updated version of this document (D9.4 with deadline M24).

5.2. Standardisation Plan

6.Conclusions

In this report we have indicated where and how the dissemination work for the first year of the USEMP project is fitting within the overall plan for the USEMP Project and have provided a plan for each aspect of the dissemination for the following work plan. While the project is in the first of three year stage, the vision of all partners is that the project has a good driver of innovation in personal data protection in social networks; all partners were and are active in sharing information about the project amongst their networks and significant interest in the activities and outcomes of the project has been aroused. Next steps include the continuing effort in promoting the USEMP website, USEMP social network expansion, sharing the media kit, collaborate with more projects, implement the USEMP-System demo (with the help of living-labs) and of course elaborate further on the achieved goals in standardization and dissemination on month 24.

6.Conclusions