Data Privacy Day 2020 Results Report

Introduction

Data Privacy Day, held annually in the United States on Jan. 28, is an extension of Data Protection Day celebrated in the European Union. Building tremendous momentum over the past 11 years under the leadership of the National Cyber Security Alliance (NCSA), Data Privacy Day’s broad range of stakeholders and NCSA staff created press materials, privacy resources, shareable collateral, blogs, social media activities, a comprehensive toolkit, conducted proactive media outreach and contributed news articles to top-tier outlets.

Each year, data breaches continue to grow in size and scope – exposing consumers’ sensitive, personal information and businesses’ valuable data. Against this backdrop, this year’s theme “Own Your Privacy”, promoted the goals of spreading awareness about privacy and educating citizens on how to secure their personal information. It also encouraged businesses to be more transparent about how they collect, store and use data.

In addition, with the support of sponsors and partners, Data Privacy Day 2020 was celebrated at a morning event livestreamed from LinkedIn’s offices in San Francisco, CA, on Jan. 28. The event, “2020: A Vision for the Future”, showcased engaging discussions and a TED-style talk with leading experts from industry, government and nonprofits who exchanged insights on the global wave of regulations, including GDPR and CCPA, and what they mean for businesses around the world.

As a result of these broad-sweeping tactics and empowered by partner involvement, Data Privacy Day 2020 experienced increased coverage in traditional and social media. Traditional media reach doubled from approximately two billion in 2019 to four billion in 2020 (measured by unique viewers per month) and included stories in USA Today, Forbes, Medium, The Verge, Digital Trends, Gizmodo and more.

Data Privacy Day also received significant attention across social media. On Twitter, the hashtag #PrivacyAware reached the elusive trending status on January 28 – signifying that the topic was immediately popular at a particular time.

The following report shares additional Data Privacy Day 2020 highlights and successes.
Highlights

- 797 organizations registered as Data Privacy Day 2020 Champions – an increase of 14.8% over last year’s 694. The individual Champions program enlisted 421 dedicated supporters.
- 1,400 articles featured or mentioned Data Privacy Day 2020, reaching 3.9 billion people internationally – representing an increase of 85.7% compared to a reach of 2.1 billion unique viewers last year.
- The Data Privacy Day 2020 event was streamed live from LinkedIn’s headquarters in San Francisco via YouTube. The stream has been watched more than 10,000 times (an increase of 167.5% from January 2019).
- StaySafeOnline.org was visited 136,546 times in the month of January 2020 (a 42.7% increase from January 2019).

Data Privacy Day Support

Data Privacy Day Contributing Sponsors were Microsoft, Visa, Integris Software, OneTrust Privacy and MediaPRO, Yubico, KnowBe4, 3M and Trend Micro supporting as Global Sponsors. In addition, ITSP Magazine and the Identity Theft Resource Center were Event Partners.

Champions

The Data Privacy Day Champions program continues to grow year after year. There was a total of 1,218 Champions, a 12 percent increase from 1,085 in 2019. This number includes 797 organizations (a nearly 15% increase) and 421 individuals (a 7% increase).

Data Privacy Day 2020 Champions represented 49 states and 40 countries including Argentina, Australia, Austria, Bangladesh, Brazil, Canada, Chile, Croatia, Ecuador, Estonia, France, Gambia, Germany, Ghana, Guatemala, India, Indonesia, Italy, Kenya, Lebanon, Malaysia, Mexico, Netherlands, New Zealand, Nigeria, Philippines, Portugal, Saudi Arabia, Senegal, Singapore, Slovakia, South Africa, Spain, Sudan, Sweden, Trinidad and Tobago, United Arab Emirates, United Kingdom, United States, and Ukraine.

Data Privacy Day Champion organizations were well represented by, higher education, nonprofits, government agencies, and companies of varying sizes across a breadth of industries. Here is the breakdown by sector:

- Industry: 345
- Higher education: 135
- Government: 50
- Nonprofit: 77
- K-12 education: 32
- Trade association: 12
Champion Survey
In early February, NCSA sent a survey to all DPD Champion organizations. The following results were generated from 74 respondents:

- 54.8 percent had participated in Data Privacy Day prior to 2020.
- 94.6 percent used NCSA resources in their activities
- Of this 94.6 percent, the most utilized resources were: pre-drafted social media posts and graphics (70%); logos (61%); 5 ways to help employees be #privacyaware tipsheet (41%)

Champion organizations participated in DPD via the following activities:
  - 61 percent joined the conversation on social media using #PrivacyAware
  - 53 percent launched an internal campaign or hosted an event for employees
  - 45 percent published a blog post about privacy or a related topic
  - 45 percent sent out an employee email related to DPD

DPD 2020 achieved great success due to Champions’ activities. See a sample of input shared with NCSA from five organizations below.

- **Ultra Electronics:** We have 4500 employees globally and Privacy Champions acting as data protection 'first responders' are situated within each business. The Privacy Champion and HR networks were given advance notification of DPD. An article appeared in our internal newsletter and every individual who works for us was e-mailed on the day with a one page flier promoting good data protection practice. We follow the mantra ‘every day is data privacy day’ but take the opportunity of DPD to promote this ethos across the business. As a result of this promotion we received interest from a further six employees to become a Privacy Champion for their business.

- **University of Michigan:** Over the course of January, we tweeted frequently about DPD topics and we sent an email to all faculty and staff to promote learning about privacy and our Privacy@Michigan event. Our 2020 Privacy@Michigan Symposium & Research Showcase was a tremendous way to celebrate International Data Privacy Day. Faculty, researchers, students and staff from across the university, as well as professionals from around the region, came together for multidisciplinary conversations about privacy’s role in society — here at U-M and worldwide. Attendees browsed the privacy fair including a privacy clinic, during breaks and the closing reception, where students helped with general privacy questions and displayed posters showcasing privacy research at the University of Michigan. People were also encouraged to share their thoughts about privacy in six words as part of the U-M Privacy Card Project.

- **North Merrick Public Library:** Essentially we attempt to raise awareness with other public libraries about the resources available, our patrons are informed by staff members about the privacy aspect of using public computers and the steps we take to ensure their privacy.

- **Jackson State University:** We started the Data Privacy Day event by reviewing a presentation that educated students and employees about Data privacy day and its’ importance. In the powerpoint we included DPD information quiz games that allowed the
audience to compete using their cellphones and view leader board results in real time. We also played games such as Wheel of Data Breach and The Facebook Profile Crook. Students and Employees took pictures in social media cutouts to post on the school's IT social media page. Due to additional activities being held on the same day we had a 40% participation rate.

- **Blackbaud**: We had over 200 people attend a speaker series featuring our company's data privacy officer. We posted on our internal Teams channel all month long about data privacy, we had slides running on our digital display, and our marketing department posted on social media.

Additionally, organizations such as NCSA board member companies, along with other committed supporters generated awareness of critical privacy issues affecting consumers and business by aligning and timing their own events and announcements with the day. There was strong evidence of Data Privacy Day adoption by a variety of organizations. Here are a few samples:

**Partners**

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

**Center for Cyber Safety and Education**: Cyber Safety Day Tampa Bay – 10,525 3rd graders learned to be safe and secure online with Garfield. All 105 schools that registered for Cyber Safety Day received the multi-award-winning Garfield’s Cyber Safety Adventures: lesson on Safe Posting for free. The cyber safety program was conducted Tuesday city-wide and taught children how to use the internet in a safe and secure way. Youth were encouraged to have an adult check the privacy settings of their social media accounts and to only “friend” or “follow” family and friends they already know in real life. Students also learned what is okay to share online and what should be kept private. The takeaway message is to “pause before you post.” This initiative was possible thanks to our generous sponsors including AWS, KnowBe4, Colorfast, ComplyUp, Yum! Brands, LinkedIn Local Tampa Bay, Tampa Bay Tech.

- **Social media posts:**
  - Twitter, Facebook, LinkedIn, Instagram
- **Results/Metrics:**
  - Media coverage we received on: Bay New 9, Telemundo Tampa, NBC WFLA 8, Fox News 13, Patch Clearwater and TB News Weekly.
  - Some of our social media posts for DPD reached 8K impressions. Definitely all together I would say around 25K impressions.

**EDUCAUSE**: EDUCAUSE registered as a Data Privacy Day 2020 Champion. This is our 9th year supporting NCSA and Data Privacy Day in higher ed.

- We showcased the theme, Own Your Privacy, in an EDUCAUSE Review blog post that is part of the EDUCAUSE Campus Security Awareness Campaign 2020: “[January 2020: Take Ownership of Your Privacy](#)”
- We posted about Data Privacy Day on Twitter and LinkedIn
● We encouraged the higher education community to sign up as 2020 Data Privacy Day Champions. This year 94 colleges and universities signed up (an increase from 90 in 2019 and 80 in 2018).

● Results/Metrics:
  ○ EDUCAUSE hosted a free webinar: “Privacy 2020: Where Have We Been and What’s Next?” with guest speaker Amelia Vance, Senior Counsel and Director of Youth & Education Privacy, Future of Privacy Forum. Total live views: 171. Total registrations: 384 people (from 294 unique).
  ○ EDUCAUSE maintains a Data Privacy Day website to provide the higher education community with free privacy resources (the Google Analytics report shows 1,903 pageviews between January 1 and February 12, 2020).
  ○ We published two guest blogs in the EDUCAUSE Review Security Matters column for Data Privacy Day 2020. When Privacy Becomes a Thing by Svetla Sytch (University of Michigan) has had 703 pageviews since it was published on January 12, 2020. Take Ownership of Your Privacy has had 411 pageviews since it was published on January 28, 2020.

MediaPRO: MediaPRO security and privacy training solutions are used by organizations of all sizes to protect sensitive data, demonstrate compliance, and reduce the risk to their reputation and bottom line. With MediaPRO, it's easy to keep employees engaged and track program effectiveness. And, unlike phishing-focused security awareness training solutions, MediaPRO covers security, privacy and compliance so you can address a more complete threat landscape.

● DPD Activities and Summary
  ○ MediaPRO Chief Learning Officer Tom Pendergast was featured as part of the live DPD event at LinkedIn Headquarters and spoke on a discussion panel about the impacts of the CCPA
  ○ Provided two blog posts for NCSA focusing on data privacy and promoted on social media:
    ■ https://staysafeonline.org/blog/owning-your-privacy-by-managing-your-digital-footprint/ (Overall theme “Own Your Privacy” was the focus of this blogpost)
    ■ https://staysafeonline.org/blog/the-time-is-now-to-build-privacy-cultures-in-our-organizations/
  ○ Created and promoted a Data Privacy Day toolkit of educational resources
  ○ Created and promote Data Privacy Day page featuring resources and information
    ■ https://www.medipro.com/data-privacy-day/
  ○ Sent Data Privacy Day email promoting the Data Privacy toolkit and DPD information page. This email had an open percentage of 14.7% and a click-through rate of 14.8%.
  ○ Posted blog post/micro-campaign featuring absurd stock images promoting data privacy topics. This post became our most popular for January and was interacted with extensively on LinkedIn.
Promoted resources regularly on Twitter and participated in Jan. 24 DPD Tweet chat. Overall Twitter results for the campaign were:
- 443 Twitter profile visits
- 87 likes
- 70 retweets
- 49 link clicks
- 40 mentions
- 15 new followers
- 4 replies

McAfee: Social activities in support of Data Privacy Day has generated 33K+ impressions, 163 engagements (108 active engagements), 29 clicks, 378 video views, and 93 blog pageviews across McAfee’s Twitter and Facebook channels. Promotions had an overall active engagement rate of .33%. Note, promotions continued after the 28th to support Data Privacy Day assets and coverage. Promotions posted on 1/28 (Data Privacy Day) generated 26K impressions, 123 engagements (88 active engagements), 19 clicks, and 174 video views.

- Below is a breakdown of organic metrics by platform and top posts by engagements.

  - **Twitter**
    - Total Posts: 5
    - Total Impressions: 21,723
    - Total Engagements: 94
    - Total Active Engagements: 39
    - Active ER: .18%
    - Total Clicks: 16
    - Total Video Views: 378

  - **Facebook**
    - Total Posts: 1
    - Total Impressions: 11,304
    - Total Active Engagements: 69
    - Active ER: .61%
    - Total Clicks: 13

NortonLifeLock: Posted Norton Internet Safety Center and LifeLock Learn content with consumer privacy tips from @LifeLock and @Norton handles.

- Participated in the #PrivacyAware official Data privacy Day Twitter chat, on 1/24, from @NortonLifeLock Twitter handle
- NLOK Blog by Chief Privacy Officer Gerard Chan - Don’t break your 2020 Privacy Resolutions!
The Data Privacy Day Event

NCSA, LinkedIn, sponsors and partners celebrated Data Privacy Day 2020 with special guests representing national and international governments and businesses. Current and upcoming privacy regulations were discussed in engaging panels and talks to the more than 160 guests that packed the room. Audience members engaged with subject matter experts to delve deep into the global wave of privacy legislations and what they mean for society and industry.

The Data Privacy Day 2020 event was streamed live from LinkedIn’s headquarters in San Francisco via YouTube. The stream has been watched more than 10,000 times (an increase of 167.5% from January 2019) and has resulted in 132,500 impressions and 48 new subscribers as of February 12, 2020.

Thirteen journalists attended the Data Privacy Day event, representing outlets such as Recode, CNET, The Guardian, ConnectSafely, IT Pro Today, Consumer Reports, ITSP Magazine, MLex Market Insight, ITSPmagazine, TDWI, and UberKnowledge. Several other journalists attended via livestream. Below is a sample of coverage from the event:

- **Silicon Angle:** “Data breaches, privacy concerns and government pressure turn up the heat for cybersecurity experts,”
Overview of Data Privacy Day Media Metrics:

Articles
- 1,400 articles featured or mentioned Data Privacy Day 2020, reaching 3.9 billion people internationally
  - 3.9+ billion = 3,949,874,053 unique viewers per month (UVPM)
  - This represents an increase from 2019 when the articles reached approximately 2.1 billion unique viewers

Broadcast
- 164 broadcast segments showcased Data Privacy Day – reaching an estimated 6+ million national and regional viewers
  - 6+ million = 6,086,278 viewers
  - The reach of coverage increased 10% from 2019, when stories reached approximately 5.5 billion viewers

Press Releases
- 19 industry-generated press releases were distributed
  - These releases resulted in 1,556 pickups and a reach of 336,946,270 viewers

Sample of Top Stories from Data Privacy Day 2020:
- **WBAY Green Bay, WI (ABC)**: Timed with Data Privacy Day, this Consumer Alert segment and article uses new “Own your Privacy” messaging and tips taken straight
from the NCSA playbook. The segment features Stay Safe Online resources and showcases the SSO website.
https://www.wbay.com/content/news/Own-your-privacy-on-National-Data-Privacy-Day-567368361.html

- **Consumer Reports**: Reporter Bree Fowler writes about new privacy legislation such as GDPR and CCPA in this article, which also gives consumers tips on how to protect their privacy.
https://www.consumerreports.org/privacy/data-privacy-day-a-reminder-to-safeguard-your-data/

- **ZDNet**: This article, a contributed piece by Forrester Research, uses Data Privacy Day as an opportunity to advise parents on how to protect their children’s privacy. The article provides a list of resources for parents, including NCSA’s “Tip for Parents” page.

- **The Verge**: This article is a solid example of partner support surrounding Data Privacy Day. Timed with Data Privacy Day, Facebook announced new “Off-Facebook Activity” features that were widely covered by top-tier media.

- **Mashable**: Every Data Privacy Day, NordVPN holds a promotion leading up to the day that gets a great deal of press and attention. It’s a great example of how companies can successfully run timely promotions.

- **The Daily Swig**: Kelvin Coleman is quoted in this article, which looks at a new study by Cisco – timed to Data Privacy Day – that shows the positive payoff for businesses that invest in strong privacy practices.

- **Houston Chronicle**: Data Privacy Day and NCSA are mentioned in this article about a judge’s ruling to temporarily block Facebook’s new privacy tool. The article points out that the Facebook tool was released to be timed with DPD.

- **USA Today**: Research and surveys are a common tactic used by partners to secure media for Data Privacy Day. This USA Today article, “Americans are getting really creeped out by devices eavesdropping on them and tracking them,” features new research from DataGrail on how Americans perceive privacy and what they consider their greatest privacy concerns.

- **iMore**: This article, “5 Things You Should Do on your Mac (and One Thing You Shouldn't) To Keep Your Data Safe,” includes background on Data Privacy Day, the “Own Your Privacy” theme and top messaging.

- **Security Boulevard**: This article gives a brief overview of Data Privacy Day and provides some of NCSA’s tips for how to “own your privacy.” The article discusses CCPA and GDPR and what businesses need to do to comply.
https://securityboulevard.com/2020/01/embracing-data-privacy-day/
Social Media Impact:
Data Privacy Day 2020 was amplified by the online engagement of NCSA’s sponsors, Champions and technology influencers on social media.

#PrivacyAware and #DataPrivacyDay Metrics

The #PrivacyAware and #DataPrivacyDay hashtags were tweeted 64,468 times in January 2020 – a 28% increase from 50,287 in January 2019. In total, both hashtags generated 436,428,354 potential impressions during this period and were used in 100 countries. Both hashtags saw 97% positive sentiment.

- **#PrivacyAware**
  - #PrivacyAware was trending on Twitter during Data Privacy Day. The hashtag was used more than 10k times on Jan. 28 and had a growth trend of 501.5%.
  - 137,196,317 impressions
  - Hashtag used 21,530 times

- **#DataPrivacyDay**
  - 299,232,037 impressions
  - Hashtag used 42,938 times

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

- @Google 21.7M followers
- @Android 10.4M followers
- @JustinTrudeau 4.7M followers (Retweet)
- @Firefox 2.6M followers
- @USArmy 1.5M followers
- @USNavy 1.2M followers
- @TMobile 1.2M followers
- @msftsecurity 282.3k followers

Twitter Chats

There were three Twitter chats leading up to and right after Data Privacy Day: “Data Privacy Day 2020 is coming: How do you stay #PrivacyAware all year long?”; “Privacy legislation is coming – what does that mean for you and your business?” and “How do you stay #PrivacyAware in an age of oversharing?” These chats generated **25,740,746** potential impressions.

These results are impressive since the Twitter Chat handle changed this year from #ChatSTC to #ChatNCSA, and experienced a **10,117% growth rate**. This year, the Twitter chats were also hosted on the National Cyber Security Alliance handle (@StaySafeOnline) instead of
@stopthinkconnect – marking a change in direction from previous years as NCSA transitions away from STOP. THINK. CONNECT. messaging.

**Twitter Advertisements**

NCSA set up paid advertisements to attract people to attend the DPD livestream, which had 10,505 views as of early March 2020. The campaign ran from January 23-28 and targeted people who follow GDPR, cybersecurity, technology, and data privacy. The campaign garnered 341,269 impressions – higher than average reach for a campaign of its size.

**Additional Social Media Activities**

NCSA also used Facebook and LinkedIn to amplify Data Privacy Day storylines and messages.

- **Facebook Metrics (January 2020):**
  - 35,216 Impressions
  - 749 Engagements
  - 133 Post Link Clicks
  - 449 New Page Likes

- **LinkedIn Metrics (January 2020):**
  - 13.3k Impressions
  - 545 Engagements
  - 348 Clicks
  - 252 New Followers

**Web Traffic**

StaySafeOnline.org was visited 136,546 times in the month of January 2020 (a 42.7% increase from January 2019). Additionally, there were 277,552 pageviews on staysafeonline.org in January 2020 – a 11% increase over January 2019.

**A Look Ahead: Data Privacy Day 2021**

Building on 2020 successes, NCSA seeks to further engage all digital citizens and educate them about managing privacy and protecting personal information while expanding the core foundation of Champion support for the day. Visit staysafeonline.org/data-privacy-day for updates and new resources throughout the year.

For more information about NCSA’s privacy awareness campaign, please contact Jennifer Cook, director of programs and special events at jennifer@staysafeonline.org.