"Building the Next Generation Personal Data Platforms"
G.A. n. 871370

DELIVERABLE D6.3
First Year Communication and Dissemination Report

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List of abbreviations and acronyms

Abbreviation	Meaning
G.A.	Grant Agreement
CA	Consortium Agreement
GA	General Assembly
PB	Project Board
PC	Project Coordinator
PO	Project Office
IR	Interim Reports
DCP	Dissemination and Communication Plan
PIMS	Personal Information Management Systems

References:

✓ H2020 – AGA –Annotated Model Grant Agreement

✓ How to successfully manage a Horizon 2020-funded project, 10 practical tips on research project management

✓ H2020 Avoid errors when claiming costs

✓ H2020 on-line manual https://ec.europa.eu/research/participants/docs/h2020-funding-guide/index_en.htm

✓ H2020 Programme Guidance - Social media guide for EU funded R&I projects (Version 1.1 - 07 January 2020)

✓ MSTeams technical description

✓ PIMCITY Grant Agreement

✓ PIMCITY Consortium Agreement

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Executive summary

Starting in December 2019 and running for 33 months, PIMCity is a H2020 EU co-funded project to build the next generation of Personal Data Platforms (PIMS).

Personal Information Management Systems (PIMS) aim to give users back control over their data, while creating transparency in the market. However, so far, they have failed to reach business maturity and sizeable user bases. PIMCity offers tools to change this scenario.

The PIMCity project seeks to respond to these issues by developing and innovating tools: PIMCity implement a PIMS development kit (PDK) to commoditize the complexity of creating PIMS. This lowers the barriers for companies and SME to enter the web data market. PIMCity design and deploy novel mechanisms to increase users' awareness. PIMCity demonstrate the effectiveness of the above tools by engineering EasyPIMS, our fully-fledged PIMS.

PIMCity strongly believe that an open market for data will only flourish if we stop the arms race between users and services. For this, we involve advertisers and end-users in the whole process. PIMCity has all these players in our consortium, along with leading IT companies and data providers, renowned research centers and universities, and SMEs already in the market of PIMS.

D6.3 (First Year Communication and Dissemination Report) aims to outline the dissemination and communication activities that were implemented during the first year of the project following the initial action plan of activities as described in deliverable D6.2 (Outreach and Engagement Strategy).

Dedicated to this purpose, the PIMCity consortium has put a lot of effort on communicating the project objectives, its benefits and its impact with great success. The consortium, under the guidance of the WP6 task leaders, is following a well-defined dissemination and communication methodology and strategy to maximize the awareness of the public.

Communication and dissemination material, such as the websites, the social media accounts, newsletters, campaigns, scientific publications and the presence in conferences, events and talks with large audiences has led to a rich first year of dissemination as the metrics show.

The consortium, after the first successful year in the area of dissemination and taking into account the initial public feedback, will continue the efforts to maximize the awareness of the stakeholders.

The current deliverable includes the following chapters:

Introduction – the introductory presents the PIMCity project in detail focusing on WP6 Communication, Dissemination and Exploitation and the current deliverable "D6.3 First Year Communication and Dissemination Report".

Dissemination and communication objectives of the reporting period – a detailed description of WP6 efforts on developing and implementing the appropriate dissemination and communication strategy and activities that will result in the best and most effective promotion of the project at local, European and international level.

Dissemination and communication tools and activities – an overview of the dissemination tools and activities created and performed by the PIMCity partners in order to raise visibility of the project during its first year of implementation.

Measurement of effectiveness of communication and dissemination activities

Conclusions are included in the last part of the deliverable.

Introduction

This introductory sections aims to briefly present: the project; the WP6 on Communication, Dissemination and Exploitation; the deliverable, its structure, its methodology and objectives.

The goal of the Dissemination and Communication activities are to support the exploitation of results for maximising PIMCity impact in order to:

• Promote and position PIMCity in international forums where relevant scientific, industrial and policy stakeholders meet.

• Contribute to the open science, open innovation and open to the world initiative by supporting dissemination of results and encouraging re-use and verification of results.

• Create bridges for citizen awareness and participation, including training and community building activities, in order to ensure societal relevance, acceptability and sustainability of the solution.

• Promote multi stakeholders debate spaces focused on the present and the future of privacy and processing of personal data in a changing digital environment

The project: PIMCity

The PIMCity project proposes a user-centred alternative to the traditional model of use of personal data in which, in general, the user has no information about how it is collected, what it is used for or how much benefits it generates.

PIMCity allows the user to be at the center of the ecosystem and therefore proposes a set of tools that allow the implementation of new business models ensuring greater transparency and allowing the control of the data is of the person.

Thus, PIMCity will achieve the co-creation of such services by pursuing the following specific objectives:

1. Design, implement, demonstrate, and release the PIMS Development Kit (PDK), containing easy to use, interoperable, and portable software components that can be used for building new PIMS, or extending existing ones, quickly and inexpensively. Our components will cover common PIMS needs such as consent management, data storage and management, data privacy, access control and revocation, privacy protection and privacy preserving analytics among others.

Fig 1 PIMCity PDK components

2. Build EasyPIMS, a fully-fledged PIMS for controlling, visualising, releasing, and monetizing web and mobility data, and demonstrate how easy it is to combine off-the-shelf components from the

PDK with a limited amount of ad hoc code to create fast and economically powerful real world PIMS.

Fig 2 EasyPIMS modules

3. Integrate components from the PDK to PIMCity industrial PIMS partners and demonstrate how easy it is to extend existing platforms with new functionalities from our PDK to reach user bases of several hundreds of thousands of users. In addition, we will bootstrap EasyPIMS by automatically importing user data from Telco providers, without requiring user intervention, mental effort, or time for anything but granting consent. For this, we will also carefully craft promoting campaigns, potentially based on monetary incentives via gift cards.

4. Show how to further grow the user base of EasyPIMS by eliciting the help of its own users who will become the platform's best advocates having found in it a wealth of valuable services including: *enhanced personal data protection* in compliance with GDPR; *economic benefits* through fair payments for use of their data by online services; *"quantify self" analytics* and intuitive dashboards that will use raw browsing-, calling-, and mobility data to inform users about their habits and help them lead a healthier life both online and offline.

5. Show how to build PIMS technology and business models that stay clear of privacy-related arms races by including and providing from the beginning for all the stakeholders of the personal data monetisation ecosystem, including the end users, the information collectors, the advertising sector, and the technology providers at the platform, and machine learning/analytics services, in perfect accordance to regulations and data protection best-practice.

Broader Societal Objectives:

6. Improve citizens' trust by enabling transparency and control over several platforms, using open and interoperable modules.

7. Allow for better value creation from personal and proprietary data - enabling small and mid-size players to use the technologies developed within the project.

8. Accelerate and showcase important new ways to open up and realise a transparent data market for European citizens and industry.

PIMcity partners

The project will be implemented by a consortium comprised of these partners, namely:

1. Politecnico di Torino (POLITO)
2. Nec Laboratories Europe (NEC)
3. Ermes Cyber Security (ERMES)
4. Fundacion Imdea Networks (IMDEA)
5. Universidad Carlos III de Madrid (UC3M)
6. Telefonica Investigacion y Desarrollo (TID)
7. Fastweb (FW)
8. LSTech (LSTECH)
9. Katholieke Universiteit Leuven (KUL)
10. Asociacion de Usuarios de Internet (AUI)
11. Interactive advertising bureau Spain (IAB Spain)
12. Big Data Analitics (GDATA)

We have a consortium of highly interdisciplinary competences, with large companies (NEC, TID, FW), top universities and research centers (POLITO, UC3M, IMDEA) with a strong experience and background on IT systems design and deployment, working in close collaborations with startups and SME focusing on privacy, machine learning, and PIMS (ERMES, GDATA, LSTECH), and integrated with partners representing users (AUI), advertisers (IAB Spain) and with specific competences on regulation and legislation (KUL).

Fig 3 PIMCity Consortiums logos

The deliverable

Scope

The scope of this deliverable is to present a yearly report related to the dissemination and communication activities of the project performed by project partners. It outlines the dissemination and communication objectives and strategy of the reporting period (M1 – M12) and presents the tools and activities that were undertaken to accomplish the set objectives. Moreover, the deliverable reports on dissemination tools that were used within Y1 in order to disseminate the project and implement the strategy as it was set in the deliverable D6.2 (Communication and Dissemination Plan).

Methodology of the deliverable

The deliverable has been created based on the detailed description of WP6 objectives and tasks in the close collaboration of WP6 leader with the project coordinator and the partners. AUI as the WP6 leader is responsible for the content of the deliverable which was produced and shared with partners for review, feedback and contributions in certain sections.

Structure of the deliverable

The first section provides an introduction to the project, WP6 and the deliverable. The second describes the objectives and the strategy that was followed during Y1. The third section focuses on the dissemination and communication tools that were used, as well as activities that were implemented for the achievement of the objectives for the aforementioned period. At the end of this deliverable, conclusions highlight the main points that were presented in the current report.

Thus, the document is structured as follows

- Introduction
- Dissemination and communication objectives for the reporting period
- Dissemination and communication tools and activities
- Dissemination Activities for Year 1
- Conclusions
- Annexes

Intended audience of the deliverable

Intended audience	Reasons for interest in reading
PIMCity Consortium partners	To be informed on the communication and dissemination activities performed by the consortium during the reporting period
European Commission	To review and assess this deliverable as a required report based on DoW of PIMCity.
Identified Stakeholders	To be informed about the communication and dissemination activities performed within the reporting period, raise awareness about the project, announce project objectives as well as to find out how they could benefit from the services offered by PIMCity.
Partners participating in similar projects	To share knowledge, information, best practices and activities that could be utilized in their projects as well as to find common ground on which they could establish a potential collaboration of cross-dissemination with PIMCity.

Table 1 Deliverable audiences

Relation with other WP6 deliverables

This deliverable has connections with:

▪ D6.3 First Communication and Dissemination Report relates to the following deliverables:

▪ D6.1 Project Pubic Launch: Release of the visual identity set and projects websites.

▪ D6.2 Outreach and engagement strategy (M6): this is the communication and dissemination strategy and actions that will be implemented throughout the project's lifetime in order to achieve the project's widest promotion, greatest visibility and awareness to the external audience. Moreover, this deliverable states clearly the methods and tools of internal communication within the work package.

▪ D6.4 Second year dissemination and exploitation report

▪ D6.6 PIMCity outreach and engagement strategy and final dissemination report (M36): this is the final report on communication and dissemination activities that partners will undertake during the last year of the project.

Quality of the deliverable

The initial table of content of the current deliverable was presented to project partners in December 2019 at the 3rd project meeting. A draft of the deliverable was prepared by AUI and additions made by IAB Spain and POLITO, after which it was sent to the project coordinator for review and final submission to the EC. The deliverable is written in English, is included in the correct template of the project and a language quality control has been performed.

Dissemination and Communication objectives of the reporting period

This section presents in detail the dissemination and communication objectives and strategy implemented for the reporting period (M1-M12).

During the reporting period, WP6 focused its efforts on developing and implementing the appropriate dissemination and communication strategy and activities that will result in the best and most effective promotion of the project at local, European and international level.

Additionally, an internal communication strategy was developed by defining roles (WP6 main contact points and press focal points) and responsibilities, thus ensuring that each partner promotes the project, and that all partners contribute equally to the implementation of the project objectives.

For the first year of project's implementation, the main objectives of WP6 were the following:

• Design and launch the PIMCity websites

• Design and create the promotional material of the project (logo, overall presentation, newsletter, press release, project brochure, social media)

• Monitor the project's website and social media profiles

• Identify and organize the stakeholder's groups

• Participation in events at national and European level to raise awareness and visibility for the project

• Coordinate with partners for their better engagement at local level and stronger involvement

• Establish, maintain and enhance collaboration with other similar EU funded projects

• Promote the project to the press and media at local, national and European level

• Provide deliverables and reports corresponding to the reporting period M1-M12

Dissemination and Communication tools and activities

An overview of the dissemination tools and activities created and performed by the PIMCity partners in order to raise visibility of the project during its first year of implementation (M1-M12) is provided in this chapter.

Dissemination tools are the communication channels where messages from the project are conveyed to stakeholders and to the general public.

From month 1 until month 3, the consortium focused on creating the channels that will be used for the communication and the dissemination of PIMCity. In March 2019, the PIMCity websites were launched and soon after the social media: Twitter and LinkedIn were launched. To this end, the consortium focused on creating a coherent message and visuals for the PIMCity platform.

From month 3 until month 12, the dissemination activities were essentially focused on raising awareness of both the project and the PIMS. First of all, the consortium publishes monthly articles on specific topics linked to data privacy and the PIMS on its website. These articles were then disseminated on the social media. Articles usually target Small and Medium Business and can be considered a "blog" which help them navigate through online personal data management. The blog entries attract views to the website. Additionally, it also helps showing that the consortium partners have different expertise on the PIMS and its legal, technical and business aspects.

Dissemination and Communication tools

This section presents the dissemination and communication tools used during the reporting period. These tools are the means through which the project's main messages can be transmitted and communicated outside the consortium. A common branding was, and will continue to be used, throughout promotional materials with the intention of maintaining a consistent and distinctive identity in order to evoke a positive image and a favorable reputation for the project.

PIMCity Websites

The PIMCity websites (www.pimcity.eu and www.pimcity-h2020.eu) were created in M3 of the project and are the most informative and resourceful dissemination tool. The first aims at informing the general audience about the project goals and at forming a community of users. The second is instead a classic project-oriented website – aiming at disseminating technologies and projects results. Together, they form a major channel of information and communication for visitors and, for this

reason, they are harmonized and interrelated with the main goals of WP6 to disseminate the project findings as well as to engage key stakeholders with a view to knowledge sharing.

The websites are a means to convey all information pertained to the project for a range of audiences. Since its launch, the websites are regularly updated to maintain a sustained interest in project activities. Updates highlight project news, project in the press, events, relevant articles, press releases, newsletter issues, synergies and other activities dedicated to dissemination. The update of the website content, layout and design is ongoing throughout the implementation of the project.

Fig. 1 www.pimcity-h2020.eu homepage

www.pimcity-h2020.eu has been officially launched on february 2020; and statistic started to be collected from Jun 2020 after the tuning of the Matomo analytics. The table below presents the figures for the first year:

Month	Unique visitors	Number of visits	New Visits	Hits
Jun 2020	45	50	25	162
Jul 2020	56	116	33	295
Aug 2020	44	49	37	105
Sep 2020	166	193	113	937
Oct 2020	124	135	97	344
Nov 2020	208	233	160	666
Total	643	776	465	2.509

Table 2 Pimcity-h2020.eu web site statistics

Source: Matomo Analytics for Wordpress (www.pimcity-h2020.eu/app/plugins/matomo/app/index)

Fig. 2 www.pimcity.eu home page

www.PIMcity.eu statistics for the first year are presented on this table:

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Mar 2020	42	120	2,105	8,731	397.52 MB
Apr 2020	45	154	2,457	8,223	591.69 MB
May 2020	92	178	2,511	5,291	451.11 MB
Jun 2020	68	151	2,181	4,811	425.18 MB
Jul 2020	69	144	2,908	5,325	452.25 MB
Aug 2020	66	123	2,432	4,090	424.12 MB
Sep 2020	169	261	2,616	14,318	917.95 MB
Oct 2020	238	356	4,707	21,491	1.20 GB
Nov 2020	2,035	2,551	9,351	97,362	5.09 GB
Total	2,875	4,116	31,865	172,785	10.08 GB

Table 3 Pimcity.eu web site statistics

Notice the much higher figure in November 2020 – reflecting the first Workshop PIMCity Workshop held in November 25th (details below)

PIMCity Social Media

Social media profiles play a promotional role for the project and promote visibility of the project to a wide range of audiences. Their popularity, ease of access and rapid information flow identify them as very effective online dissemination tools, therefore profiles in Linkedin and Twitter were created on M5 in order to support the project's dissemination activities and to acquire presence in these social networks.

Regular posts and updates relating to the project's developments and news, as well as reporting interesting news from the web related to the project's topic have been publicized during the reporting period.

Twitter @pimcityproject

Fig. 2 @pimcityproject Twitter profile

At the end of November 2020 we reached 117 followers, 315 following, 66 tweets, 20.860 impressions, 1.176 visits to our profile and 61 mentions.

The following table records the month-to-month evolution:

Month	Tweets	Impressions	Profile visits	Mentions	New followers
April		259	17	1	3
May	1	295	40	0	5
June	1	391	32	11	5
July	1	225	27	1	4
August		81	1	1	5
September	8	1.229	168	5	48
October	11	2.594	154	28	19
November	27	12.700	512	13	23
December	17	3.086	225	1	5
Total	**66**	**20.860**	**1.176**	**61**	**117**

Table 4 Monthly twitter statistics for the @pimcityproject account

Source https://analytics.twitter.com/user/PimcityProject

LinkedIn @pimcityproject

Fig. 3 @pimcityproject Linkedin profile

In November 2020 we reached 72 followers, 64 unique visitors and 954 impressions.

Fig 4 @pimcity Facebook profile

November 2020 total Page followers: 50, People reached last 28 days: 53.743 and 1268 post engagements

Newsletter www.pimcity.eu/newsletter

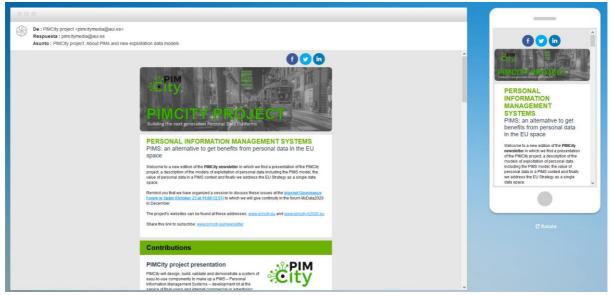As described in the Communication Plan, the PIMCity quarterly e -newsletter will be the main tool to disseminate updated information on the project work in progress.

Fig. 4 First PIMCity Newsletter

The 1st Newsletter Issue was launched in October 2019 announcing the project's objectives, promotional materials created the launch of the first press release, PIMCity events and workshops organized by partners (https://pimcity.eu/?page=news&news=44)

Newsletters have been circulated by email to all subscribers as well as to other target groups and similar initiatives that have been incorporated into the mailing list by the dissemination and communication team.

The Newsletter consists of different sections: one with contributions from partners to publicize issues related to the project, another to report on other projects related to PIMS and finally a section dedicated to collecting news and events of interest.

Moreover, they are accessible via the PIMCity website under the section "https://pimcity.eu/newsletter". Website visitors can easily subscribe to the newsletter distribution list and follow the project's progress.

In December 2020 we got 82 subscribers to the project´s newsletter

Publications

The following list presents the articles have been published about the PIMCity project, including books, thesis and papers published in conferences proceedings as well as in magazines and journals:

1. Marzia Maffei, Machine Learning for automatic assessment of the risk related to web tracking, Master Thesis, 2020

2. Federico Torta, Personal Data Safe: a flexible storage system for personal data, Master Thesis, 2020

3. Srdjan Matic (Technische Universität Berlin); Costas Iordanou (Cyprus University of Technology); Georgios Smaragdakis (TU Berlin);, Over 150 million websites among a billion tested include sensitive (and tracked) content, ACM Internet Measurement Conference, 2020

4. Valentino Rizzo, Stefano Traverso, Marco Mellia, Unveiling Web Fingerprinting in the Wild Via Code Mining and Machine Learning, Proceedings on Privacy Enhancing Technologies, 2020

5. Trevisan Martino, Soro Francesca, Mellia Marco, Drago Idilio, Morla Ricardo, Does domain name encryption increase users' privacy?, ACM SIGCOMM Computer Communication Review, 2020

6. Pushkal Agarwal, Sagar Joglekar, Panagiotis Papadopoulos, Nishanth Sastry and Nicolas Kourtellis, Stop tracking me Bro! Differential Tracking of User Demographics on Hyper-Partisan Websites, WWW '20: Proceedings of The Web Conference 2020,2020

7. Luca Vassio, Michele Garetto, Carla Chiasserini, Emilio Leonardi, User Interaction with Online Advertisements: Temporal Modeling and Optimization of Ads Placement, ACM Transactions on Modeling and Performance Evaluation of Computing Systems, 2020

8. Nikolaos Laoutaris, Why Online Services Should Pay You for Your Data? The Arguments for a Human-Centric Data Economy, IEEE Internet Computing, 2019

9. Konstantinos Solomos; Panagiotis Ilia; Sotiris Ioannidis; Nicolas Kourtellis, Clash of the Trackers: Measuring the Evolution of the Online Tracking Ecosystem, TMA CONFERENCE 2020, 2020

10. Nicolas Kourtellis; Kleomenis Katevas; Diego Perino. FLaaS: Federated Learning as a Service. Distributed ML 2020.

11. Benjamin Zi Hao Zhao, Mohamed Ali Kaafar, Nicolas Kourtellis. Not one but many Tradeoffs: Privacy Vs. Utility in Differentially Private Machine Learning. Cloud Computing Security Workshop 2020.

Press releases

Apart from the project website, press releases are considered the second most efficient tool for the dissemination of the project since their distribution to many recipients (media outlets, similar organizations, similar initiatives and projects, academia, communities and networks, etc.) help promote the project at national and pan-European level. Press releases will be produced throughout the project's lifetime. Its purpose is the media engagement in the dissemination of the project's achievements and milestones.

AUI, as the dissemination and communication leader, is responsible for the creation of press releases. Once created, they are shared with the press focal points nominated by each partner. The press focal points are responsible for the translation of the press releases into the partners' native language (if necessary), and for the distribution of the articles to media outlets at national level. Therefore, press focal points enhance AUI's efforts and further awareness and visibility of the project is achieved.

The first PIMCity Press release for announcing the project's launch was published in December 2019 and can be found in electronic version at project's website.

Media coverage of PIMCity has high importance as target groups can be reached at local and pan European level. This practice also helps to increase project impact and informs stakeholders about the project's developments and achievements.

In this first year have been sent three press releases related to the project that have led to the publication of news related to PIMCity in at least 19 media of different nationalities (Spanish, Italian, French, English and Belgian).

A detailed Press clipping can be found in Annex II or at the website https://pimcity.eu/press

Graphic and promotional Material

AUI has created a series of dissemination materials in order to create and maintain the common identity of the project, raise its visibility and support project partners to their promotional activities in workshops, face to face meetings, etc.

The following project promotional materials were created during Y1 and were uploaded to the project's website:

• 	One page project presentation
• 	Brochure (two pages project presentation)
• 	Poster and slides images
• 	Poster short version
• 	Workshop and event Presentation

The layout of all promotional material includes the PIMCity logo, the project's grant agreement number and the EU emblem.

Annex 4 includes all the graphic and promotional elements developed to date.

Mailing Lists

A data base of contacts including stakeholders and interested parties from local regional, national and European level has been created by WP6 leader, AUI, and project partners continue to contribute to this activity.

This data base has been used to make announcements related to the project about specific achievements, developments, event participation, etc. The aim of using these lists is to raise awareness about PIMCity, and to inform and engage stakeholders.

These lists will be updated throughout the project's duration.

Dissemination and Communication activities

The following sections outline the dissemination activities that have been carried out during the reporting period.

Events

This year 2020 has been a year marked by the COVID2019 pandemic that has forced to change the scheduled events to an on-line format and in other cases to be suspended.

Annex A1 contains program and speakers' bios and links for each of the sessions or seminars in which we have presented the PIMCity project in this first year of the project

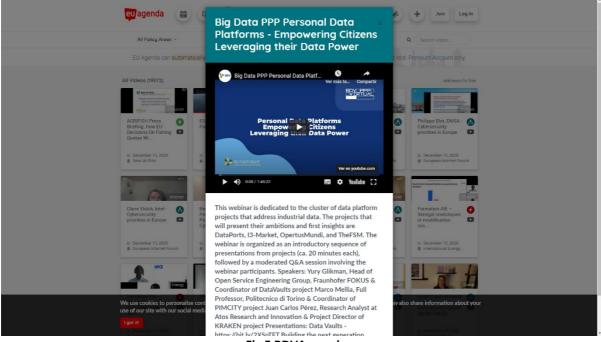| Event name	Partner´s participation	Attendees	Description
BDVA 2020 8 May	POLITO	188 register 88 attendees	This webinar is dedicated to the cluster of data platform projects that address industrial data. The projects that will present their ambition and first insights are DataPorts, I3-Market, OpertusMundi, and TheFSM. The webinar is organized as an introductory sequence of presentations from projects (ca. 20 minutes each), followed by a moderated Q&A session involving the webinar participants. Speaker Marco Mellia, Full Professor, Politecnico di Torino & Coordinator of PIMCITY Presentations: Data Vaults - https://bit.ly/2XSpTFT Building the next generation persona data platforms - https://bit.ly/3eFYhe Brokerage and market platform - https://bit.ly/2U3sHiC
EURODIG June 2020	AUI	1.200 register **	The new planning of the online event limited the number of parallel sessions causing some of the sessions like the one initially approved for PIMCity to be left out of the program and therefore its impact has been limited to the presence in the initial program. https://eurodigwiki.org/wiki/WS_08_2020
IGFSPAIN 22-23 October 2020	AUI IMDEA	303 registered 130 attendees	From PIMCity we have coordinated an interesting session in which we had as an EU speaker another MyData and two PIMcity in which we talked about the European Data Strategy, the PIMCity project and the MyData movement. An excellent session with a high level of attendance with over 130 people connected during the session. The content of the session is available on video. https://youtu.be/BJvxcJdomHg
PIMCITY Workshop 25 November 2020	NEC KULEUVEN POLITO	290 register 116 attendees	The workshop aims to provide customers and entities whose activities involve processing of personal data with key elements of privacy policies and consent forms. Together with different academia experts and stakeholders, we also counted with the presence of the Spanish and Belgian Data Protection authority. In line with these goals, the workshop intends to engage with the audience to support the development of more accessible and user-friendly versions of these documents. The workshop consists of two sessions. In the first part, through live interaction, we will discuss how to improve the accessibility of privacy policies and consent forms. In the second part, prominent experts will discuss some real-life examples of these documents https://pimcity.eu/workshop/
MyDATA 2020 11th December 2020	POLITO IMDEA	523 register 76 attendees	PIMCity team organized the session "From Strategy to Practice – Data Intermediaries in the EU" The session focuses on current

| | | | challenges to making trusted data intermediaries a reality in terms of scalability, functionality and adoption.

A short introductory statement by the host will be followed by five short presentations, all of which illuminate various aspects of trusted intermediaries and PIMS. The presentations will discuss the EU Data Strategy and the novel Data Governance Act, highlight technical and legal challenges of implementable PIMS and consent tools, and touch upon user interface perspectives, legal design, and trust issues

https://online2020.mydata.org/programme/#event-27 |
|---|---|---|---|

Table 5 Events participation summary

BDVA webminar

Big Data PPP Personal Data Platforms - Empowering Citizens Leveraging their Data Power
8 May 2020

This webinar is dedicated to the cluster of data platform projects that address industrial data. The projects that will present their ambitions and first insights are DataPorts, I3-Market, OpertusMundi, and TheFSM. The webinar is organized as an introductory sequence of presentations from projects (ca. 20 minutes each), followed by a moderated Q&A session involving the webinar participants.

Speakers: Yury Glikman, Head of Open Service Engineering Group, Fraunhofer FOKUS & Coordinator of PIMCity project Marco Mellia, Full Professor, Politecnico di Torino & Coordinator of PIMCITY project Juan Carlos Pérez, Research Analyst at Atos Research and Innovation & Project Director of KRAKEN project

Presentations: Data Vaults - https://bit.ly/2XSpTFT Building the next generation persona data platforms - https://bit.ly/3eFYhe3 Brokerage and market platform - https://bit.ly/2U3sHiC

Fig 5 BDVA weminar

Video: https://youtu.be/vAfqERg32NA

EURODIG 2020

EuroDIG 2020 was originally planned as a three-day meeting to take place 10-12 June in Trieste, Italy, at the International Centre of Theoretical Physics (ICTP). The COVID-19 pandemic meant, had to decide whether to cancel EuroDIG 2020, postpone it, or hold it as a fully virtual meeting. At the end of March 2020, the EuroDIG Partners and the Host chose to go ahead with a virtual meeting. https://www.eurodig.org/messages-2020/programme-2020/
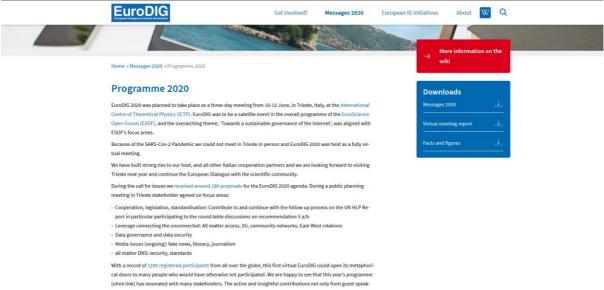

Fig. 5 EURODIG 2020 Web

IGFSpain 2020

The annual conference **IGF Spain** took place on 22 and 23 October with the title: "Digitalization, Sustainability and Post COVID-19 World". The meeting served, for another year, to establish the position of Spain and prepare the Annual Meeting of the Internet Governance Forum (IGF Global) which was held in Berlin in November.

The meeting of IGF-Spain, a body promoted by the United Nations, deal with the new opportunities that are arising, digitalization and sustainable development, identity management on the Internet and the regulatory framework. National and international experts analyzed the experiences in the use of ICTs during the COVID-19 pandemic and the perspectives for the future in the new normality.

Fig. 6 IGFSpain 2020

Video: www.youtu.be/BJvxcJdomHg
Program: www.jornadasigfspain.es/timetable/event/sesion-7-modelos-para-generar-beneficios-con-los-datos-en-la-ue-en-ingles/

PIMCity Workshop

Event organized by PIMCity meeting more than a hundred people from different EU countries and with the participation as speakers of the Spanish and Belgian Data Protection Agency.
Registered Stakeholder Group: Academia 17,7%, Civil society 27,7%, Government 12,2%, Business 6,56%, Media 2%, Private sector 14,4%, Technical community 17%

Fig. 7 PIMCity Workshop Web

Program: www.pimcity.es/workshop

MyData Online 2020

The conference MyData is organised by the MyData Global – an award-winning international nonprofit based in Finland. MyData Global's mission is to empower individuals to self-determination regarding their personal data. Our work is primarily financed by membership fees and revenue from the conference.

Fig. 8 MyData 2020 Web

Fig 6 Mydata PIMCity session

Program: online2020.mydata.org/programme/#event-27

Publications about PIMCity on other websites

CORDIS
PIMCITY: BUILDING THE NEXT GENERATION PERSONAL DATA PLATFORMS
https://cordis.europa.eu/project/id/871370/es

IMDEA
HOW TO VALUE (EFFECTIVELY) THE DATA?
https://networks.imdea.org/how-to-value-effectively-the-data/

ERMES
ERMES AND PIMCITY: SECURING NEXT-GEN DATA PLATFORMS
https://www.ermes.company/2020/12/03/ermes-and-pimcity/
https://www.linkedin.com/posts/ermessecurity_ermes-and-pimcity-securing-next-gen-data-activity-6740600435532472320-rB50

KU LEUVEN
PIMCITY: BUILDING THE NEXT GENERATION PERSONAL DATA PLATFORMS
https://www.law.kuleuven.be/citip/en/research/projects/ongoing/pimcity

AUI
PIMCITY, PROYECTO DE TRANSPARENCIA DE DATOS EN INTERNET EN EL QUE LA AUI PARTICIPA
https://aui.es/?page=act_destacado_article&id_article=3544

AUI PARTICIPA EN IGFSPAIN
https://www.aui.es/?page=act_destacado_article&id_article=3549

LSTECH
https://www.lstech.io/services

IABSPAIN
IAB SPAIN SE UNE AL CONSORCIO EUROPEO PARA EL DESARROLLO DEL PROYECTO PIM CITY
https://iabspain.es/iab-spain-se-une-al-consorcio-europeo-para-el-desarrollo-del-proyecto-pim-city/

PIFS
SESSION "FROM STRATEGY TO PRACTICE – DATA INTERMEDIARIES IN THE EU" AT THE MYDATA ONLINE 2020
https://privacyiconsforum.eu/our_events/session-from-strategy-to-practice-data-intermediaries-in-the-eu-at-the-mydata-online-2020/

Liaison with other projects, networks & initiatives

During the reporting period AUI has conducted online research about similar projects that belong in the same thematic area as PIMCity and has made contact with them.

An invitation was sent to 14 similar EU funded projects, some of whom responded positively to create synergies and promote cross-dissemination of the project.

The idea is creating sineries that similar projects that have provided their description and logo which are displayed on the PIMCity website. This list will be regularly updated and AUI will continue to contact these projects to provide further dissemination activities.

The following table presents the similar EU funded projects that PIMCity sent a invitation for synergy creation and cross-dissemination.

Name	URL	Project Description
SMOOTH	smoothplatform.eu	SMOOTH project assists Micro enterprises to adopt and be compliant with the General Data Protection Regulation (GDPR) by designing and implementing easy-to-use and affordable tools to generate awareness on their GDPR obligations and analysing their level of compliance with the new data protection regulation.
TRAPEZE	trapeze-project.eu	TRAPEZE will develop technologies which will empower citizens with the necessary tools and know-how to manage their security and privacy and actively contribute to the cyber resilience of the common European data space; enforce the integrity and nonrepudiation of citizens' data usage policies and processing across data sources and controllers' borders;
TYPES	types-project.eu	TYPES aims to cope with this challenge by defining, implementing, and validating in pre-market status a holistic framework of technologies and tools that should enable the end user: To configure the privacy settings so that only the information allowed by the end-user is collected by online advertising platforms.
PAPAYA	papaya-project.eu	The PAPAYA project aims at addressing the privacy concerns when data analytics tasks are performed by untrusted third-party data processors. Since these tasks may be performed obliviously on protected data (i.e. encrypted data), the PAPAYA will design and develop dedicated privacy preserving data analytics modules that will enable data owners to extract valuable information from this protected data, while being cost-effective and accurate.
ReCRED	recred.eu	The objective of the ReCRED project is to design and implement mechanisms that anchor all access control (AC) needs to mobile devices that users habitually use and carry. It aims to build integrated next generation access control (AC) solution
KONFIDO	konfido-project.eu	The KONFIDO project aims to advance the state-of-the-art of eHealth technology with respect to the four key dimensions of digital security: data preservation, data access and modification, data exchange and interoperability and compliance.
PAASWORD	paasword.io	A holistic data privacy and security by design framework enhanced by sophisticated context-aware policy access models and robust policy access, decision, enforcement and governance mechanisms, which enables the implementation of secure and transparent Cloudbased applications and services that will maintain a fully distributed and totally encrypted data persistence layer, and, thus, fosters customers' data protection, integrity and confidentiality, even in the case wherein there is no control over the underlying third-party Cloud resources utilized.
SHIELD	project-shield.eu/	An EU project aimed at unlocking the value of health data to European citizens and businesses by overcoming security and regulatory challenges that today prevent this data from being exchanged with those who need it.

CUREX	curex-project.eu/	A solution that safeguards patient privacy and increase their trust in the currently vulnerable critical healthcare information infrastructures, especially in cases where data is exchanged among healthcare stakeholders within any business, operational and systemic cross-border environment.
ASCLEPIOS	asclepios-project.eu/	The vision of ASCLEPIOS is to maximize and fortify the trust of users on cloud-based healthcare services by developing mechanisms for protecting both corporate and personal sensitive data.
PRISMACLOUD	prismacloud.eu/	Research project dedicated to enabling secure and trustworthy cloud-based services by improving and adopting novel tools from cryptographic research.
EUNOMIA	eunomia.social/	It is a fully decentralised, intermediary-free and open-source solution for addressing three key challenges: which social media user is the original source of a piece of information; how this information has spread and been modified in an information cascade; and how likely it is to be trustworthy.
I-BiDaaS	http://ibidaas.eu/	I-BiDaaS is a self-service solution, aiming to empower users to easily utilize and interact with big data technologies by designing, building and demonstrating a unified framework that significantly increases the speed of data analysis while coping with the rate of data asset growth and facilitates cross-domain data-flow towards a thriving data-driven EU economy
SPARTA	sparta.eu/	Re-imagining the way cybersecurity research, innovation, and training are performed in Europe across domains and expertise, from foundations to applications, in academia and industry. SPARTA will create a long-lasting community capable of collaboration to define, develop, share, and evolve solutions that will help practitioners prevent cybercrime and enhance cybersecurity.

Table 6 Similar European projects

BDVA

This platform is a communication and information hub for all actors involved in DATA through Europe; the place to promote news and events, to meet and exchange ideas with peers, to look for potential partners on innovative projects.

Several of PIMCity's partners are members of the BDVA. One of the works carried out this year, in terms of dissemination, has been participation in activities organized by the BDVA to position and explain the PIMCity project is among the agents that brings together this European platform.

At the beginning of the year, nine EU-funded data platform projects (including PIMCity) were launched under the umbrella of the Big Data Value PPP. The first online meetings have now taken place to establish synergies between the projects.

The data platform projects develop technical solutions for collecting, integrating, and sharing data. They are doing important preparatory work for a European Data Space, as set out in the European Commission's data and AI strategy.

The virtual events of the Big Data Value PPP were followed with great interest. The three online meetings with a focus on industrial, personal and mixed data had a total of 185 participants.

Further online meetings on these and other topics are planned in the coming months. Although they cannot replace the direct networking, in times of Corona, the virtual meeting are a good opportunity to get to know each other and to find starting points for cooperation beyond project boundaries.

https://www.big-data-value.eu/networking-of-european-data-platform-projects/

Measurement of effectiveness of communication and dissemination activities

In order to achieve the successful implementation of Communication and Dissemination activities, and fulfilment of the relevant objectives, a systematic monitoring will be carried out throughout the project implementation.

Project PKIs (Key Performance indicators)	Target value	First Year value	Means of verification
Project website pageviews	60.000	31.865	Google analytics & Web stats
Social media followers	400	249	Social media analytics (Linkedin, Twitter, Facebook)
Newsletter	300	82	Email records (Sendinblue)
Blog posts	26	7	Project reporting
Videos released	2	0	Project reporting
PR articles published in EU Press	60	19	Project reporting
Publications in business scientific journals	8	11	Project reporting
Distributed printed material	1200	0	Project reporting ** Not presential activity due COVID Pandemia
Presentations in forums, workshops relevant to project results	8	4	Project reporting
Informal person-to-person meetings with relevant national stakeholders	600	322	Project reporting ** Virtual attendees on PIMCity Presentations

Corrective actions for the second year

For the second year of the project, it is recommended to follow these guidelines:

- Follow closely the events scheduled for 2021 and 2022 in terms of PIMS, data, AI and privacy.

- Be attentive to the EU data regulatory calendar and align the communication messages with the European proposals (Data Governance Act, Single European Data Area, etc.)

- To implement a plan of institutional relations with governments (in particular with the departments in charge of promoting the policies of Artificial Intelligence and Data), Data Protection Agencies, both national and European, Research Centers and European projects of Privacy and Data.

- Elaborate a video presentation of the project to be used as soon as possible.

- Prepare materials to implement a one-hour seminar to present the PIMCity project to different groups and institutions in an agile way aimed at opening participation in the phases of betatesting.

- Dynamize the communication and dissemination tasks through the partners to reach the different countries.

Conclusions

The principal objective of this deliverable is to present dissemination and communication tools and activities that were used to promote the project during Y1.

The results obtained are aligned with the expected objectives (PKIS) in terms of communication and dissemination.

The experience and work done should serve as a basis for implementing a second exercise that should be more focused on creating a community of actors that have a significant synergy with the project's objectives.

The main part of the document presents all activities undertaken by the PIMCity consortium from December 2019 to December 2020. In addition, the deliverable D6.3 introduces the reader to the project, describes dissemination and communication objectives for the reporting period in detail.

ANNEXES

A1 EVENTS
www.pimcity.eu/events

A1.1 IGF SPAIN
Video: youtu.be/BJvxcJdomHg

Program: jornadasigfspain.es/timetable/event/sesion-7-modelos-para-generar-beneficios-con-los-datos-en-la-ue-en-ingles/

A1.2 PIMCITY WORKSHOP

Program: pimcity.eu/workshop

Be Aware! Keep Calm and read your privacy policies

The workshop aims to provide customers and entities whose activities involve processing of personal data with key elements of privacy policies and consent forms. In line with these goals, the workshop intends to engage with the audience to support the development of more accessible and user-friendly versions of these documents.

The workshop consists of two sessions. In the first part, through live interaction, we will discuss how to improve the accessibility of privacy policies and consent forms. In the second part, prominent experts will discuss some real-life examples of these documents.

SPEAKERS

Manuel Villaseca Lopez
SPAIN DATA PROTECTION AGENCY

Manuel is Deputy General Director of the General Data Protection Register and Data Protection Officer at Spanish Data Protection Agency.

Mariliza Baka
ACCOUNT MANAGER FOR EDPO AND SOCIAL MEDIA MANAGER FOR HOMO DIGITALIS

Mariliza is a qualified lawyer, specialized in Privacy and Cybersecurity. She holds a law degree from the National and Kapodistrian University of Athens, Greece, and a Master's degree in Law & Technology from Tilburg University in the Netherlands. She has extensive experience in GDPR projects, risk assessment and the handling of data breach incidents.

Vilte Kristina Steponenaite
RESEARCH ASSOCIATE AT CITIP AT KU LEUVEN

Vilte Kristina is a research associate at KU Leuven Centre for IT & IP Law (CiTiP), focusing on technological development and its legal implications. She is also advising on intellectual property and ICT law in research projects funded by the European Commission and teaching EU, intellectual property and ICT law at Vilnius university.

Filip Stoitsev
PRIVACY MANAGER EUROPE AT HISCOX

Filip Stoitsev is EU Privacy Manager at Hiscox SA. As part of this role, Filip oversees the privacy strategy, responds to privacy inquiries and implements / monitors privacy programs, projects, activities, across the EU branches of Hiscox. Filip has worked on privacy issues in a variety of roles since 2014, including within the legal department of public authority and at the data.

Alessandro Bruni
ASSOCIATE RESEARCHER AT KU LEUVEN

Alessandro is focusing his research activities primarily on communications law and new technologies.Before joining CiTiP Alessandro has gained significant working experience both in the public and private sector.

Kassem Fawaz
ASSISTANT PROFESSOR AT UNIVERSITY OF WISCONSIN-MADISON

Kassem Fawaz is an Assistant Professor in the Electrical & Computer Engineering department at the University of Wisconsin-Madison. He was awarded the Caspar Bowden Award for Outstanding Research in Privacy Enhancing Technologies in 2019. He also received the National Science Foundation CAREER award in 2020.

Steven Dewaele
BELGIAN DATA
PROTECTION AUTHORITY

Steven is currently running DG JUST funded SME and DPO focused projects for the Belgian Data Protection Authority. Steven has extensive experience with policy development, implementation and regulation for digital industries from both a public and private perspective. He holds a Master of Science degree in Electrical Engineering.

Roberto González
SENIOR RESEACHER AND
DATA SCIENTIST AT NEC
LABORATORIES

Roberto is Senior Researcher at NEC labs. Europe where he is also responsible of the innovation program of the Data Science and System Platform Research Division. In the past years he has been working to improve the privacy of Internet users using AI and now is the technical coordinator of the H2020 PIMCity project.

Ernani Cerasaro
LEGAL OFFICER AT BEUC

Ernani Cerasaro is Legal Officer at BEUC (The European Consumer Organization), working on digital policies including data protection and Artificial Intelligence. He provides advice on technology developments having an impact on consumers wellbeing and privacy. Before, he served as Policy Assistant in the Private Office of the European Data Protection Supervisor (EDPS), Mr. Giovanni Buttarelli.

AGENDA

Introduction

Prof. Marco Mellia (Politecnico di Torino)
Roberto Gonzalez (NEC)

Session I: Interactive Session

Alessandro Bruni (KU Leuven - CiTiP)

Session II:

Academia

Brief explanation of privacy policies and consent forms
Viltė Kristina Steponėnaitė (KU Leuven - CiTiP)

Public Sector Perspective

Manuel Villaseca Lopez (Spanish Data Protection Authority)
Steven Dewaele (Belgian Data Protection Authority)

Business Perspective

Filip Stoitsev (IAPP Luxenburg, Hiscox)
Ass. Prof. Kassem Fawaz (Wisconsin University, Pribot)

Civil Society Perspective

Mariliza Baka (Homo Digitalis, EDPO)
Ernani Cerasaro (Legal Officer, BEUC)

Q&A

Marco Mellia
COORDINATOR OF PIMCITY
PROJECT

Marco coordinates the SmartData@PoliTO interdepartmental center in Politecnico, where more than 50 students, professors, and researchers are working on Big Data, Machine Learning and Data Science applications. and now is the coordinator of the H2020 PIMCity project focusing on technical solution to untangle the online ads&privacy ecosystem.

PIM City

www.pimcity.eu

Follow us
@PIMCityProject

A1.3 MYDATA 2020 CONFERENCE

Program: online2020.mydata.org/programme/#event-27

From Strategy to Practice – Data Intermediaries in the EU

Day 2 (Friday 11th)

08:45 – 10:15 (UTC+0)

» Check this session in your timezone

» Add this session to your calendar

» Go to the session page

Session Room 5

Presenters: Malte Beyer Katzenberger - EU Commission, Dr. Arianna Rossi, - SnT, University of Luxembourg, Prof. Max von Grafenstein - University of the Arts (UdK), Berlin, Marco Mellia - Researcher at Politecnico di Torino (PIMCity Main research), Nikolaos Laoutaris - Research Professor at IMDEA Networks Institute in Madrid

Session host: Zohar Efroni

Goal: Highlight key elements of MyData Operators and aspects of the EU Data Strategy for making such models realistic. To investigate the alignment of the Strategy and its Action Steps with theoretical models and spur a discourse about the necessary steps for creating legal, technological and market conditions to support the emergence of data intermediaries in practice.

Description: The session focuses on current challenges to making trusted data intermediaries a reality in terms of scalability, functionality and adoption. A short introductory statement by the host (Zohar Efroni) will be followed by five short presentations, all of which illuminate various aspects of trusted intermediaries and PIMS. The presentations will discuss the EU Data Strategy and the novel Data Governance Act, highlight technical and legal challenges of implementable PIMS and consent tools, and touch upon user interface perspectives, legal design, and trust issues.

Level of detail: Mid-level

Business: ⭐⭐⭐

Legal: ⭐⭐⭐⭐

Tech: ⭐⭐⭐⭐

Society: ⭐⭐⭐

A2 PIMCITY PRESS CLIPPING

www.pimcity.eu/press

[ZONA MOVILIDAD](#)
[ZONA MOVILIDAD](#)

La revista científica IEEE Internet Computing ha publicado la revolucionaria propuesta de Nikolaos Laoutaris. Él y su equipo del Instituto IMDEA Networks están trabajando ya en la construcción de los algoritmos, los sistemas y el software para lograr que la compensación económica por los datos sea una realidad.

[El investigador que propone recibir un salario a cambio de nuestros datos](#)
[EL PAIS](#)

Nikolaos Laoutaris, de IMDEA Networks, calcula que una familia de cuatro personas podría ganar hasta 18.000 euros anuales por su información

[¿Qué hace Facebook con los datos de las personas?](#)
[AMBITO.COM](#)

La red social anunció que ponía a funcionar una serie de herramientas destinadas a que los usuarios puedan "controlar mejor su privacidad" en palabras de Zuckerberg. Sin embargo, no todo salió como lo anunciado.

[Tus datos personales en internet te podrían llegar a reportar 18.000 euros al año](#)
[Telecinco.es](#)

Mis datos, mi dinero. ¿Estamos aburridos de ver un artículo por internet y que al momento aparezcan un sinfín de anuncios en las redes sociales? ¿Harto de esa incómoda sensación de que cada búsqueda que haces en Google queda almacenada en algún recóndito servidor? Los datos que proporcionamos, en la mayoría de ocasiones, sin darnos cuenta producen que las empresas se llenen los bolsillos de dinero.

[Et si le partage de nos données personnelles était rétribué 20 000 dollars par an ?](#)
[Presse-citron.net](#)

C'est l'un des faits majeurs de l'économie actuelle : les internautes acceptent de voir leurs données personnelles aspirées par les géants du web en échange de l'utilisation gratuite de leurs services. Cette utilisation génère des profits croissants chez Google, Amazon et Facebook et certains estiment que les producteurs de ces informations devraient être rémunérés.

[¿Acabaremos cobrando por ceder nuestros datos?](#)
[ABC.ES](#)

Generamos constantemente datos y con ellos las empresas desarrollan sus estrategias de negocio. Los datos son el petróleo del siglo XXI. Todos se benefician excepto las

personas que proporcionan esos datos. ¿Acabaremos algún día cobrando por ellos? Hay algunos proyectos ya en marcha para conseguirlo porque parece claro que cuantos más datos se proporcionen más negocio se genera con ellos. Tal y como señala la consultora IDC Research España se calcula que para el 2022 el 80% de los ingres

[Los datos son de quien los genera y tiene que decidir si le pone precio](#)
AMBITO.COM

Rodrigo Irarrázaval creó una aplicación para celulares, basada en una plataforma web, con la que los usuarios deciden qué hacer con sus datos personales. "No es justo que las empresas los usen gratis y sin tu consentimiento", afirma.

[¿Podrán los usuarios cobrar en el futuro a cambio de ceder sus datos a las empresas?](#)
SILICON.ES

Según cálculos del investigador Nikolaos Laoutaris, "una familia de cuatro personas podría ganar hasta 20 000 dólares anuales por sus datos" bajo este modelo económico. Los datos se han convertido en la razón de ser de muchos negocios. Pero los usuarios solo reciben, en el mejor de los casos, un servicio online gratuito a cambio de su cesión. No comparten los beneficios que genera una actividad basada en los datos que ellos generan.

[A salary in exchange for our data](#)
EUREKALERT

Data and the economy stemming from them are the engine for the fourth industrial revolution. However, and according to Nikolaos Laoutaris, there is a very important leading player who currently receives absolutely nothing of the huge profits generated by the activity: the people who provide these data. Only in a very few cases do the humans producing data receive a measly compensation in kind for it: free online services.

[A salary in exchange for our data is the new economic system proposed by a researcher from the IMDEA Networks Institute](#)
PHYS.ORG

The scientific journal IEEE Internet Computing, one of the most important in the sector, publishes Nikolaos Laoutaris' latest research proposal around the economics of data. This researcher from IMDEA Networks in Madrid assures that this measure would benefit not only the people receiving these wages, but all of society and the companies that pay for the data.

[Leganews.es](#)
[Leganews.es](#)

El investigador del instituto IMDEA Networks, situado en Leganés, asegura que esta medida beneficiaría no solo a las personas que recibieran ese salario, sino a toda la sociedad y a las propias empresas que pagaran por ellos. El investigador del centro situado en Leganés Instituto IMDEA Networks, Nikolaos Laoutaris, ha propuesto una nueva forma de visualizar los datos y las empresas. "Hay un importante protagonista que no recibe nada de los enormes beneficios que genera la actividad: las pe

Cerchi un modo per salvaguardare i dati online? Arriva PIMCity
Nonsolonola.it

PIMCity: Building the next generation personal data platforms è il nome del progetto europeo coordinato da Marco Mellia, docente del Dipartimento di Elettronica e Telecomunicazioni del Politecnico di Torino, che ha come obiettivo quello di salvaguardare i dati degli utenti sul web.

A development kit to protect your data on the web
DICT

PIMCity - Building the next generation personal data platforms is a new EU-funded research project coordinated by Politecnico di Torino. The project aims at building systems that ensure the control of the data on the Internet: it is a development kit for PIMS - Personal Information Management Systems - allowing end users and providers of commercial services on the web to modulate and create new and more transparent markets for data.

Un kit de desarrollo para proteger tus datos en la web
MADRID+D

PIMCity – Construyendo las plataformas de datos personales de próxima generación– es un nuevo proyecto de investigación con fondos europeos coordinado por el Politecnico di Torino. Un consorcio de 13 partners internacionales, entre los que se encuentra IMDEA Networks, desarrollará tecnologías para un uso más justo y transparente del control de los datos personales en la web

Arriva ''PIMCity'', il kit per proteggere i dati personali sul web
TORINOGGI.IT

Il progetto di ricerca, coordinato dal Politecnico di Torino con 13 partner internazionali, svilupperà nuove tecnologie per controllare e utilizzare in modo trasparente i dati personali sul web.

PIMCity: l'importanza di proteggere i propri dati sul web
TECH PRINCESS

Quante volte abbiamo cliccato sul tasto Acconsento sul web, ignorando apertamente tutte le condizioni di utilizzo che stavamo accettando? Questo spesso comporta la diffusione dei nostri dati, senza che ne abbiamo un effettivo controllo a destinatari che non conosciamo. Dal nostro stile di vita alle nostre preferenze di acquisto, diamo accesso al mondo a informazioni su di noi, spesso anche davvero personali. È da questo che nasce l'ìdea di PIMCity: Building the next generation personal data

PIMCity: il progetto per il kit di protezione dei dati personali sul web
Bitmat.it

"PIMCity: Building the next generation personal data platforms" è un progetto di ricerca europeo coordinato dal Politecnico di Torino con 13 partner internazionali

A developement kit to protect your data on the web
Press release
The H2020 PIMCity project started. The kick off meeting was held in Politecnico di Torino, with more than 25 participants. Best luck for this interesting project investigating privacy preserving solutions for the web.

A developement kit to protect your data on the web

4 December 2019

With a simple click on "I agree", often without reading any disclaimer about privacy and data management, we give away personal information to get free access to online services. We do not have the possibility to control and negotiate, compelled to blindly provide to an unknown recipient sensitive information about our lifestyle, our preferred commercial merchandise or service, up to data such as sexual orientation or health problems.

The web economy has been revolutionized by the unprecedented possibility of collecting massive amounts of personal data to be used for commercial purpose. This change has deep consequences for users, but which solutions are possible? The most extreme would be not to share any data, but this would damage information services and web sites that live thanks to online advertising. It is thus necessary to study technical and economical solutions for the control and sharing of personal data on the web. This is the aim of **"PIMCity - Building the next generation personal data platforms"**, a research project funded by the European Union in the framework of Horizon2020 and coordinated by **Marco Mellia**, professor at the Department of Electronics and Telecommunications of Politecnico di Torino and responsible of the SmartData@PoliTO Research Centre.

The project aims at building systems that ensure the control of the data on the Internet: it is a development kit of PIMS - Personal Information Management Systems - allowing end users and providers of commercial services on the web to modulate and create new and more transparent markets for data. Practically, it is a set of software components to be used like bricks with specific characteristics, for building the solution tailored to your needs. Choosing between components, one can shape interfaces for both end users that surf the web and need to store their data in safe places to consciously share them later; And companies that can create new markets, collecting and using data of interest in a transparent way.

When I think to PIMCity I think of my daughters and their friends – declares **Marco Mellia** -*Today, they pass on their information to web giants and other companies - without any choice. PIMCity will allow them to consciously choose which data to share, and with whom to share it.*

PIMCity –Construyendo las plataformas de datos personales de próxima generación– es un nuevo proyecto de investigación con fondos europeos coordinado por el Politecnico di Torino

Un consorcio de 13 partners internacionales, entre los que se encuentra IMDEA Networks, desarrollará tecnologías para un uso más justo y transparente del control de los datos personales en la web

Con un simple clic en "estoy de acuerdo", a menudo sin leer cualquier aviso legal sobre privacidad y uso de datos, damos información personal con tal de conseguir libre acceso a los servicios online. No tenemos la posibilidad ni de controlar ni de negociar, obligados a ofrecer a ciegas, a un receptor desconocido, información sensible sobre nuestro estilo de vida, nuestros productos comerciales o servicios preferidos, incluso con datos sobre orientación sexual o problemas de salud.

La economía web se ha visto revolucionada por la posibilidad, sin precedentes, de recolectar cantidades de datos personales para ser usados con un propósito comercial. Este cambio ha tenido profundas consecuencias para los usuarios… ¿Qué soluciones existen? La más extrema podría ser no compartir ningún tipo de dato, lo que dañaría a los servicios de información y a los sitios web que viven gracias a los anuncios online. Por ello, es necesario estudiar soluciones tanto técnicas como económicas para controlar y compartir los datos personales en internet. Este es el propósito de "*PIMCity – Building the next generation personal data platforms*", un proyecto de investigación con fondos de la Unión Europea en el marco de Horizonte 2020, coordinado por Marco Mellia, profesor en el Departamento de Electrónica y Telecomunicación del Politecnico di Torino y responsable del Centro de Investigación SmartData@PoliTO.

El proyecto, en el que participa IMDEA Networks, tiene como objetivo construir sistemas que aseguren el control de los datos en Internet: un kit de desarrollo de sistemas de gestión de información personal (PIMS – Personal Information Management System) que permita a los usuarios finales y a los proveedores de servicios comerciales en la web modular y crear mercados más nuevos y transparentes para los datos. Es, en la práctica, un conjunto de componentes de software para ser usados como si fuesen ladrillos con características específicas con el objetivo de construir una solución a medida para cada necesidad. Al escoger entre componentes se pueden determinar interfaces para cada usuario final que navegue por la web y que necesite almacenar sus datos en lugares seguros, para compartirlos más tarde de forma consciente. Y las empresas pueden crear nuevos mercados, recopilando y usando datos de interés de una forma transparente, al tiempo que pueden proporcionar una compensación monetaria a los usuarios finales a cambio de sus datos.

"Cuando pienso en PIMCity, pienso en mis hijas y en sus amigas –declara Marco Mellia-. En la actualidad, ceden su información a gigantes de internet y otras empresas sin posibilidad de elección. PIMCity les permitirá elegir conscientemente qué datos quieren compartir, y con quien quieren hacerlo".

El consorcio PIMCity recibió un presupuesto de 5,24 millones de euros para un trabajo de dos años y medio, con estos participantes: Politecnico di Torino, Italia (coordinador del proyecto); NEC Laboratories Europe GmbH, Germany; Ermes Cyber Security SRL, Italia; Fundación IMDEA Networks, Spain; Universidad Carlos III de Madrid, España; Telefónica Investigación y Desarrollo SA, España; Fastweb SPA, Italia; LSTECH ESPANA SL, España; Katholieke Universiteit Leuven, Bélgica ; Asociación de Usuarios de Internet, España ; Interactive Advertising Bureau Europe, Bélgica; Big Data Analytics SA, Argentina; y CLIQZ, Alemania.

ANNEX 4 Graphic and promotional elements

Pimcity brochure

Personal **data are key** to the development of new applications and services beyond the personalization of advertising since most of the automation and learning processes based on artificial intelligence require personal data for their operation.

The PIMCity project proposes **a user-centred alternative** to the traditional model of use of personal data in which, in general, the user has no information about how it is collected, what it is used for or how much benefits it generates.

PIMCity allows the user to be at the center of the ecosystem and therefore proposes a set of tools that **allow the implementation of new business models** ensuring greater transparency and allowing the control of the data is of the person.

PIMCITY DEVELOPMENT KIT

All these basic components will provide anyone the chance to build new PIMS and integrate modules in existing solutions. Open APIs enable communications and interactions among components, easing integration of existing PIMS, as well as the design and introduction of new ones.

EASY PIMS

To demonstrate the flexibility of the PDK, we will implement EasyPIMS, a scalable, novel, holistic approach to personal data sharing on the Internet. Key to this is empowering users to concretely understand the value and the nature of data they share. For this, we introduce four blocks: The Personal Data Avatar (PDA), the Transparency Tags (TT), the data Marketplace, and the User Dashboard (UD).

PIMCITY PARTNERS

Fig 7 One page brochure

Building the next generation personal data platforms

pimcity.eu
pimcity-h2020.eu

PSK

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REGULATORS · PIMS COMPANIES
DATA BUYERS · END USERS · SOCIETY
RESEARCH COMMUNITY · INDUSTRIAL STAKEHOLDERS

PDK

PRIVACY METRICS · PERSONAL DATA SAFE
PERSONAL CONSENT MANAGER · DATA VALUATION TOOLS
DATA TRADING ENGINE · DATA AGGREGATION
DATA PORTABILITY CONTROL · DATA PROVENANCE · DATA KNOWLEDGE EXTRACTION

PIMCITY DEVELOPMENT KIT

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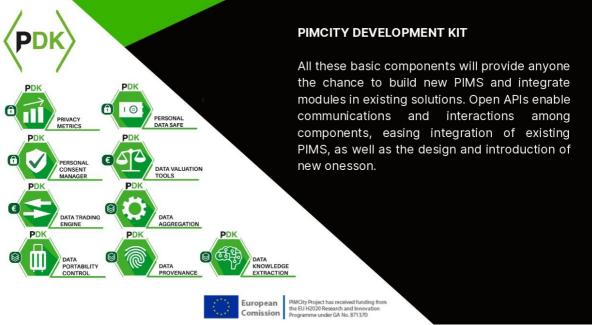
Fig 8 Two pages brochure

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www.pimcity.eu

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Graphic components

Fig 9 Social networks header

Fig 10 Partner's logos two lines

Fig 11 Partner's logos 3 lines

Fig 12 Project EU footer

Fig 13 Poster header

Fig 14 Workshop annouce