



D1.3

Privacy impact assessment

(public document)

Edited by: VRT
Contributions from: All project partners

Version: 2
Date: 29/01/2021



CityStory is an ITEA 3 project from call 4 (reference 17006)

Project Key Data

Acronym and full-length title

Reference: 17006
Full-length title: Citizen Storytelling
Roadmap Challenge: Urbanisation

Project description

The project CityStory wants to innovate through a creative, intelligent, safe, and social storytelling development environment. Do-it-yourself and do-it-with-others, around the media and make it accessible for everyone. The project aims to stimulate collaboration with a co-creation and design platform to share ideas and get opinions heard. Through new modes of interactive storytelling, city touchpoints, interactive screens, innovative media recognition, and data analysis, tools that assist while filming and intelligent, and deep learning tools, the project will enable ideas to be turned into a story and valuable media output.

Project duration & size

Time frame: Start: 01/09/2019
End: 31/08/2022 (36 months)

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Project Acronyms

AI	Artificial Intelligence
AR	Augmented Reality
EDL	Edit Decision List
GDPR	General Data Protection Regulation
IoT	Internet of Things
ML	Machine Learning
PIA	Privacy Impact Assessment
UGC	User Generated Content

Introduction

A Privacy Impact Assessment (PIA) is a process which assists the project consortium members in identifying and managing the privacy risks arising from using user generated content into new and existing systems, processes, content formats, business relationships and more.

The end goal is to accomplish three main goals:

- Ensure conformance with applicable legal, regulatory, and policy requirements for privacy.
- Identify and evaluate the risks of privacy breaches or other incidents and effects.
- Identify appropriate privacy controls to mitigate unacceptable risks.

In this living document we will document the ideas, discussions and proposed solutions to accomplish the goals mentioned above.

What is user generated content?

User generated content refers to content related to the business brand that has been created by someone who's not an official representative of that organisation or business. It could be a social media update, a review, a video, a podcast, photo's or a number of any other types. If it involves the organisation's brand, and none of the organisations' employees or affiliates created it, it is user generated content.

The rise of importance of user generated content

Any (digital) business strives towards individual user engagement and personalisation to create more brand awareness to customers.

But to really understand the importance of user generated content, let's see how it affects shopping.

A market study from 2017 conducted by Ipsos¹ examined what the impact and influence of user generated content plays in shaping the consumer experience and building long-term engagement with a business. Results show that most consumers report user generated content influences their decisions to make a purchase, outranking other forms of marketing, including search engines (87%) and promotional emails (79%). In short the study included the following insights:

¹ [2017 TurnTo Consumer Study: UGC and the Commerce Experience](http://www2.turntonetworks.com/2017consumerstudy)
(<http://www2.turntonetworks.com/2017consumerstudy>)

- 24% of female shoppers consider user generated content to be the most influential marketing tool
- 63% of shoppers believe user generated content creates a more authentic shopping experience
- Of customers aged 18-29, 97% report user generated content has an extreme influence in purchasing decisions
- 73% of customers say that user generated content increases their purchasing confidence
- 61% of customers report that user generated content encourages them to engage with brands.

User generated content enables brands and end users to connect more deeply with each other. To a brand user generated content is perceived as authentic compared to content created by the brand itself. It also creates trust as people tell authentic and personal stories about that brand.

Using user generated content to understand society

With the rise of social media, the skyrocketed use of smartphones, mobile connectivity with 4G and WiFi, more people are sharing content about local businesses, events and locations. It has generated a massive collection of user generated content like geo-tagged photos, crowdsourced points of interest, public social media posts, and more. These content could offer new opportunities to sense what was previously hidden in the physical surfaces of cities and to portray the interactions of infrastructures, geo-information, and people. These could help to understand how urban spaces are perceived by end users².

Using personal and authentic stories from end users

In the CityStory project we want to investigate the importance of storytelling in finding solutions to urban design questions, incorporating different user groups into the process. Those user groups are all using different technologies to create user generated content. For example: a lot of people create content on Facebook. Younger people create content on TikTok and Instagram. Some are creating content on Youtube or are creating podcasts, published via Spotify or via Apple Podcasts. As such user generated content is scattered around in multiple databases owned by different organisations

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https://www.researchgate.net/publication/334453547_User-Generated_Content_and_Its_Applications_in_Urban_Studies

https://www.researchgate.net/publication/308941476_Using_User-Generated_Content_to_Understand_Cities

and businesses across the globe, each using a different end user licence agreement. This situation, combined with different legislation across countries, makes it difficult to keep track of privacy rules of the individual content.

During this project the consortium partners are investigating new physical and digital concepts for creating and sharing user generated content. The use cases will provide real life examples of data sharing between different stakeholders as well as situations where end users might want to unpublish created content.

In this project we are not delving deep into the legal aspects, but we will focus more on privacy and ethics of using user generated content.

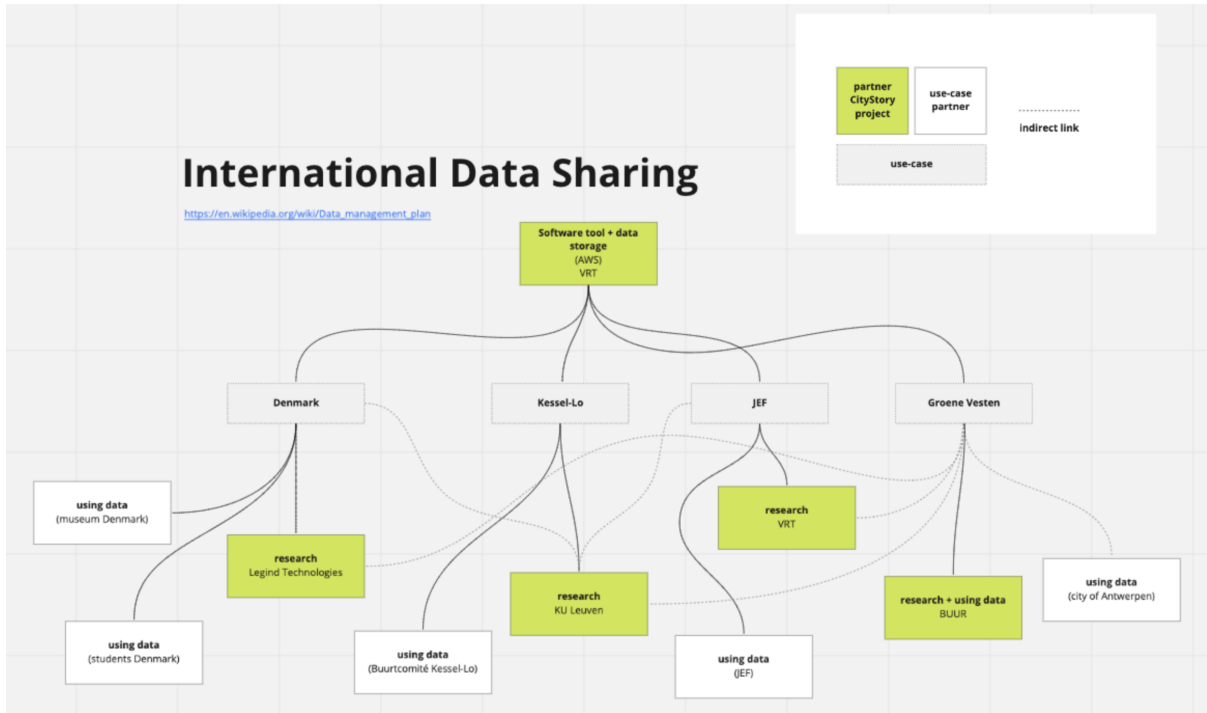
Use case: Groene Vesten experiment

As explained more detailed in deliverable D4.1, ensuring a sense of privacy can help to reduce social embarrassment and thus facilitate genuine contributions. There is evidence that anonymous participation can empower citizens to unreservedly speak their mind, as they can't be held accountable for their opinions.

Therefore the first use case was focused on researching how people can be engaged to tell - sometimes personal - stories about their neighbourhood. We told participants that their story would not be published on a public website. The content would be used for research purposes. And we told them that an anonymised resume could be given to the city representatives to seek for their feedback on the experiment. This gave participants trust in the experiment.

Use case: WishTree concept

This experiment will produce user generated content from participants that will be published on a public website or through a mobile web application. Therefore we are researching how data will be processed across different stakeholders during 2 or more experiments. The complexity of the experiment is presented in this shema:



A couple of questions have arisen during brainstorming the concept:

- Who is owner of the content?
- Who can view, modify or publish user generated content?
- What happens when toxic user generated content has been created?
- What happens when a content creator wants to unpublish content?

We don't have all the answers yet. But we will need a lot more metadata to facilitate these processes. But more metadata also means more complexity to the possible solution.

The idea is to create a kind of "track-and-trace" for user generated content, such as tracking parcels from shop to consumer.