

# PATS- Project Newsletter

July 2011

In this newsletter the PATS project announces the latest news about the project progress.

## *Review: PATS Conference Privacy & Accountability April 5-6, 2011*

The PATS Conference "Privacy and Accountability" which took place April 5-6 at the Umweltforum Berlin was a success. Thanks to all speakers and discussants we had good discussions about the question of how to manage privacy through accountability. The conference brought a substantial progress in understanding and defining the term of accountability and its use for privacy. This produced useful input for the further progress of the PATS project. To get an overview of the speakers and presentations have a look at the program: <http://conference.pats-project.eu/ocs/index.php/privacy/2011/schedConf/program>

We are currently reviewing the chapter contributions for the conference book. The book will probably be published in spring 2012.

## *PATS Project Meeting - London - Workshop*

The PATS Project Meeting in London took place May 4-6, 2011. There we had a creative workshop where we were defining a concept of Ethical Branding. The final report which will describe the model in detail is work in progress. The resulting model of ethical branding serves as the starting point for the focus groups in Work Package 6.

## *Project Research Progress*

During the Workshop in London we discussed the actors relationship models of the security market and developed a concept of ethical branding. Beyond that we conducted case studies in every national team based on the material of the preceding work packages to provide evidence for indicators of branding dimensions and to show where indicators are lacking. Our branding concept will be described in detail in the last deliverable of WP5.

## *Next steps*

In July and August we will have the WP6 Focus Group Workshops where we will discuss with stakeholders, privacy and branding experts about establishing privacy awareness and accountability.

In October we will have another PATS Project Meeting in Tel Aviv, which will be again linked with a project workshop - we will work on WP7 "Policy Recommendations".