



It's fantastic to see this creative and innovative approach to being applied to privacy awareness!" - Jay Averitt / **Senior Privacy Product Manager @ Microsoft**



A fantastic way to raise awareness, celebrate Data Privacy Day, and enjoy some fun-filled networking all at once!" - Kim Wuyts / **Manager Cyber & Privacy @ PwC Belgium**

the gamified privacy **festival** returns

PRIVACY VILLAGE : DPD25FEST

A **two-week online celebration** featuring a series of "creative privacy" awareness events and competitions set in a vibrant, magical medieval fantasy-themed **PQ Village** to honor **Data Protection Day!**



Oblivious



TransferChain



Katilyst



DIDOMI



VerifyWise

What is it all about?



From January 14th -28th, the world's most vibrant and creative privacy community returns to PQ Village for the **first-of-its-kind gamified** privacy festival in honor of Data Privacy Day 2025!

“Gamified Privacy Festival”

def. (noun)

Featuring a series of interactive **creative AI art exhibitions, AI literacy and privacy competitions** set in a vibrant, magical medieval fantasy-themed fictional **Privacy Village!**

i.e.

Explore the **journey of successful AI artists**, from concept to cutting-edge creations, and boost your AI literacy and creativity along the way!

Gain valuable insights from top experts in **tech ethics, AI safety, privacy, and academia**, while expanding your knowledge through interactive and engaging games.

How to participate:



Learning

Join **individually or with your team** for exciting workshops, level up through challenges, and connect with others who share your passion for privacy!



Group Workshops

Partner with Privacy Village organizers to **design custom Data Privacy Day activities**—like competitions, escape room challenges, and gamified workshops tailored to your brand.

Play, Inspire, Connect!

What's in the PQ Village?

Gamified Fictional Village

Earn XP by participating in activities, which transforms into coins that **unlock access to special events**. Each coin represents your progress and grants entry to the corresponding areas on the map, revealing exciting new challenges and experiences!

Community Contests

Attendees may join the weekly events to learn and grow their network. Or immerse themselves to **compete, solve quests, and earn enough XP points** to access special events, competitions, and level up throughout the gamified festival experience!

Networking

Join **800+ attendees** at PQ Village for interactive activities, prizes, and grow your your AI governance and privacy network with global professionals from the field!

- Privacy Village gold coin grants access to the activities marked on the village map below.
- Sponsor dedicated spaces to showcase your brand with custom, interactive offerings!



Who is joining DPD25FEST?

This year, we're elevating “creative privacy” to new heights by featuring top AI artists sharing their workflows, alongside expert-led discussions on AI literacy, Responsible AI best practices, and privacy—perfectly timed with the EU AI Act deadline!

DPD25FEST Featured Learning Topics for Professionals



“AI literacy, EU AI Act ,
Privacy Engineering 101,
Usable Privacy”

“AI Audits (ISO & NIST),
AI Act Risk Management,
AI Governance”

“PbD Strategies,
Confidential
Computing, PETs
Workshops”

“PbD analytics
workshops, secure data
sharing & online
tracking”

Spotlight Speakers from DPD24



Jay Averitt



Rebecca
Balebako



Saima
Fancy



Swati Popuri



Mert Başer



Kim Wuyts



Debra Farber



Aldo
Lamberti



Tess Lynch



Can
Ertürkan



Yağız
Soymen



Prof. Leyla
Keser



Amaka Ibeji



Cephas
Okoth



Steve
Hickman



Muhammed
Demircan



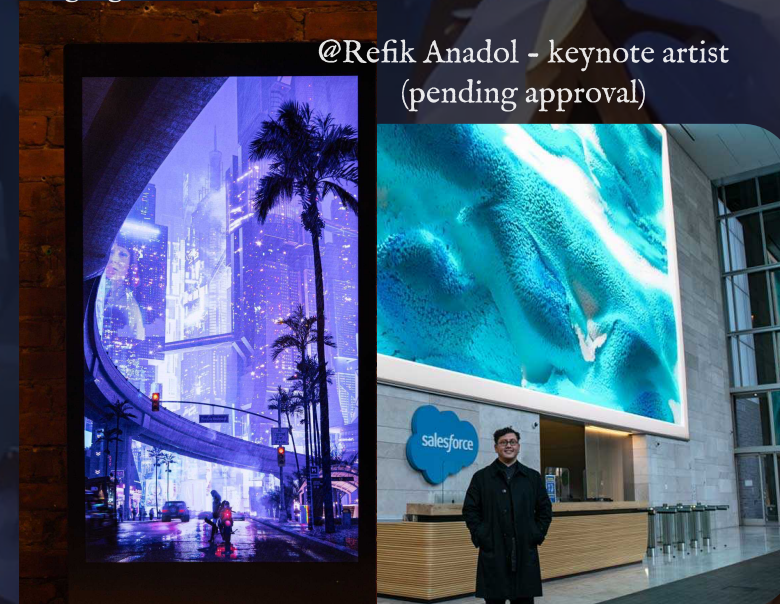
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DPD25FEST Gamified Events and Challenges for Everyone

emerging AI artist exhibitions



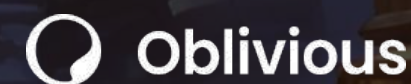
@Refik Anadol - keynote artist
(pending approval)

“Meet the masters, learn their
craft, and ignite your creativity
with visionary AI artists!”



Learn AI literacy and
Cyber Hygiene

Early Bird Sponsors & Event Hosts



MORE WILL BE ADDED....

Choose your path!

Choose your faction wisely, whether you're an AI Fundamentalist exploring the bright possibilities or delving into the darker realms with the AI Apocalypse faction. Engage in missions designed to **spread privacy culture and AI literacy in your organization!**



PQ VILLAGE : DPD24 FEST AI APOCALYPSE PLEDGE

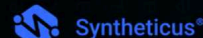
AI Apocalypse stands for caution, strict regulation, and a measured approach to prevent **potential calamities** in the wake of **AI advancement**. With profound gratitude, as the AI Apocalypse Faction we welcome your commitment to strict regulation and vigilance in the **Battle for AI at Privacy Quest Village**. Your dedication aims to safeguard humanity from the potential cataclysmic forces of **unbridled AI** development.

I HEREBY DECLARE MY SUPPORT BY SIGNING
THE **AI APOCALYPSE** FACTION'S PLEDGE!

Partners



Istanbul
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festival.privacyquest.org



PQ VILLAGE : DPD24 FEST AI FUNDAMENTALIST PLEDGE

AI Fundamentalists stand for optimism, innovation, and the responsible integration of AI to uplift humanity. In deep appreciation, we extend this certificate to you as the **AI Fundamentalists**. Your unwavering commitment to the pledge affirms your dedication to **advancing AI for the betterment of humanity**, fostering innovation and preserving the delicate balance of nature within the **Privacy Quest Village's Clash of Factions** events.

I HEREBY DECLARE MY SUPPORT BY SIGNING
THE **AI FUNDAMENTALIST** FACTION'S PLEDGE!

Partners



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**PRIVACY QUEST VILLAGE :
DPD24 FEST**
A STEP-BY-STEP FEST GUIDE FOR WEEK 1

BATTLE FOR AI WEEK 1 MISSIONS

FIRESIDE CHAT WITH ALDO LAMBERTI JAN 16

CREATIVE PRIVACY CHALLENGE JAN 14

FACTION NETWORKING SESSION JAN 18

PRIVACY ROLE PLAY GAME NIGHT WITH CULT OF PRIVACY JAN 19

HAPPY HOUR JAN 19

Istanbul Bilgi University
Information Technology Law Institute

**PRIVACY QUEST VILLAGE :
DPD24 FEST**
A STEP-BY-STEP FEST GUIDE FOR WEEK 2

BATTLE FOR AI WEEK 2 MISSIONS

FIRESIDE CHAT WITH JAY AVERITT JAN 25

POP QUIZ NIGHT WITH DEBRA FARBER JAN 23

FACTION NETWORKING SESSION JAN 26

PRIVACY ROLE PLAY GAME NIGHT WITH CULT OF PRIVACY JAN 27-28

HAPPY HOUR JAN 28

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**PRIVACY QUEST VILLAGE :
DPD24 FEST**
A STEP-BY-STEP FEST GUIDE FOR WEEK 3

BATTLE FOR AI WEEK 3

FIRESIDE CHAT WITH REBECCA BALEBAKO FEB 3

RECEIVE SUBSTACK WEEK 3 NEWSLETTER

FACTION NETWORKING SESSION FEB 4

CLASH OF FACTIONS - SHORT STORY COMPETITION FEB 5

HAPPY HOUR FEB 5

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**PRIVACY QUEST VILLAGE :
DPD24 FEST**
A STEP-BY-STEP FEST GUIDE FOR WEEK 4

BATTLE FOR AI WEEK 4

FIRESIDE CHAT WITH CAN ERTURKAN FEB 08

FIRESIDE CHAT WITH SWATI POPURI FEB 05

RECEIVE WEEKLY MISSIONS ON SUBSTACK

PRIVACY TREASURE HUNT GAME UNLEASH FEB 09

HAPPY HOUR FEB 11

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**PRIVACY QUEST VILLAGE :
DPD24 FEST**
A STEP-BY-STEP FEST GUIDE FOR WEEK 5

BATTLE FOR AI WEEK 5

FIRESIDE CHAT WITH MUHAMMED DEMIRCAN FEB 15

FIRESIDE CHAT WITH KIM WUYTS FEB 13

FIRESIDE CHAT WITH STEVE HICKMAN FEB 17

WEEK 5 MISSIONS FEB 20

HAPPY HOUR FEB 21

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**PRIVACY QUEST VILLAGE :
DPD24 FEST**
A STEP-BY-STEP FEST GUIDE FOR WEEK 6

BATTLE FOR AI WEEK 6

FIRESIDE CHAT WITH CEPHAS J. & AMAKA IBEJI FEB 22

FIRESIDE CHAT WITH MERT BASER FEB 21

FIRESIDE CHAT WITH SAIMA FANCY FEB 23

WEEK 6 FACTION MISSIONS FEB 24

FACTION NETWORKING FEB 25

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recap : DPD24FEST

The Data Privacy Day 2024 agenda featured **six action-packed weeks of events**, including creative privacy awareness campaigns, engaging fireside chats, immersive Privacy DnD gaming sessions, competitive quiz nights, and exciting weekly quests and puzzles to solve!



15+ Speakers



400+ people registered



40+ hours of content



It's fantastic to see this innovative gamification approach being applied to privacy and compliance!" - Jay Averitt / **Senior Privacy Product Manager at Microsoft**

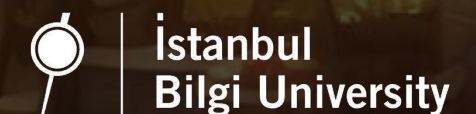
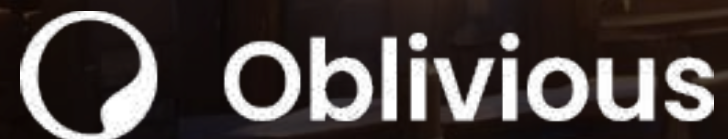


Perfect for organizations eager to invest in a strong data privacy culture while keeping it fun and engaging!" - Ipek Ustamehmetoglu / **Senior Manager Governance & Compliance at Puma**

the privacy **festival** of the year

DPD'25 PRIVACY FESTIVAL

Scan the **QR code** to book a 15-minute call for sponsorship options, or contact **mert@privacyquest.org** for inquiries!



Information Technology Law Institute

pending confirmation

Benefits of being a Sponsor

As attendees engage in privacy games, competitions, and interactive workshops, you'll have the **perfect platform to connect with potential customers** and demonstrate your solutions.

- **Exclusive branding opportunities:**

Showcase your solutions to a **wide range of professionals** in privacy, AI safety, compliance, marketing and startup founders

- **Expand your network:**

Facilitate discussions or panel talks with global experts, **highlighting your thought leadership** while engaging directly with a global network professionals

- **Email / LinkedIn / Slack shoutouts:**

Cross-promotion through pre-event marketing, during-event shoutouts, and post-event content, ensuring your brand remains top of mind.

- **Gamified Engagement: (Gold Sponsors)**

We help you **design workshops that highlight your solutions and brand new features**—whether it's AI governance or cutting-edge privacy tech!

- **Exclusive Activities (Platinum Sponsors)**

We'll onboard your company into Privacy Village with **exclusive, tailored employee awareness training** and fun activities designed just for your team to engage your employees and boost privacy and AI literacy awareness!

- **Area Access and Perks: (Platinum Sponsors)**

Sponsors gain premium access to the festival content and can **offer attendees special perks** like immediate access to coin areas or XP boosts.