

Dear Conference Participant,

In synergy with the Local Organising Committee of the *Extended Semantic Web Conference*, taking place at Heraklion, Crete, Greece, May 30 - June 3, 2010, and in collaboration with **SocioPatterns**, **KMi**, and **CeRC**, we would like to cordially invite you to participate in our social experiment: **LiveSocialSemantics**, where the Semantic Web, the Social Web, and the Physical World will come together to create a rich integrated network of information. Acquiring and integrating these heterogeneous, but overlapping, data sources will enable us to provide a range of novel services to conference attendees, to enhance the overall social experience during the conference.

1. Description of the experiment

You will be provided with an active RFID tag provided by the **SocioPatterns** project (www.sociopatterns.org) that continuously emits very low-power radio packets. The data packets are received by a set of antennas placed in the rooms where the Conference activities take place and sent to a central computer. RFID devices are programmed to sense their neighborhood and assess contact with other RFID devices. The tracking platform will run continuously for the full duration of the Conference.

Participants will be able to monitor the processed data of LiveSocialSemantics in real time, in the form of visualisations shown on LCD panels located in the coffee break area, as well in a web-based client accessible from the conference network. Additionally, individual participants can visualise their personal data (showing their contacts) by logging to the LiveSocialSemantics website at social.eswc2010.org.

The participants can also provide their account names (if applicable) for Twitter, Flickr, Delicious, lastFM, and LinkedIn, to enable LiveSocialSemantics to gather information on their interests and online social relationships with other conference attendees. Participants can also activate a secure application to collect their 'online social friendships' from Facebook. This information will be used for enhancing the contact visualisations, and for recommending sessions during the Conference. Facebook contacts with people not present at the conference will **not be shown**.

Enrollment: Each SocioPattern device is labeled with a unique ID number written on it that allows distinguishing among all data packets received by the antenna. In order to enroll in the experiment, the prospective participant would need to collect an RFID device at the registration desk, and sign this present document. The association between device ID and participant identity is collected for visualisation purposes.

Participants can log into the LiveSocialSemantics website to enter their accounts for the folksonomies above. No log in is necessary for Last.fm, Delicious, and Flickr. However, to retrieve the participant's Facebook contacts, s/he will need to log into Facebook **once**, through the Facebook Connect application.

2. Privacy issues

2.1 Data encryption

The data packets sent by each RFID are encrypted at emission. They are decrypted at reception and contain the ID number of the emitting radio device. The tracking of each participant's device starts only when the participant collects the device from the registration desk. Note that participants can disable their RFID device whenever needed by removing the battery. This will terminate all face-to-face contact data collections related to the participant.

The reception system consists of a private network not accessible from outside. The collected data will be kept in encrypted form.

User data from Flickr, Delicious, Last.fm, and Facebook accounts will be stored in RDF on a triplestore that is only accessible by the LiveSocialSemantics Team, as well as to the owners of this data.

2.2 Data usage

The data collected through the experiment and the association with the identity of the participants will be used by the LiveSocialSemantics Team exclusively for scientific purposes, for present or future analysis (if consent is granted by participants), statistics and visualisations, strictly related to the aims pursued in the experiment.

3. Material handling and return

We kindly ask all participants to return their radio devices to the LiveSocialSemantics Team upon departure. This will enable the Team to reuse the devices for similar future experiments.

The LiveSocialSemantics Team

C. Cattuto, W. Van den Broeck, M. Szomszor, and H. Alani

By signing the present document, the participant agrees to enroll in the LiveSocialSemantics experiment and authorise the experiment Team to handle the personal and experimental data according to the terms and conditions described in this document.

Enrollment agreement and consent for experiment data handling

I, the undersigned (*first and last name*), hereby agree to enroll with the RFID device ID #..... (*ID number of the device*) in the LiveSocialSemantics experiment described above, and authorise the experiment Team to collect and handle the experiment data according to the terms and conditions described in this document.

Date

Signature.....