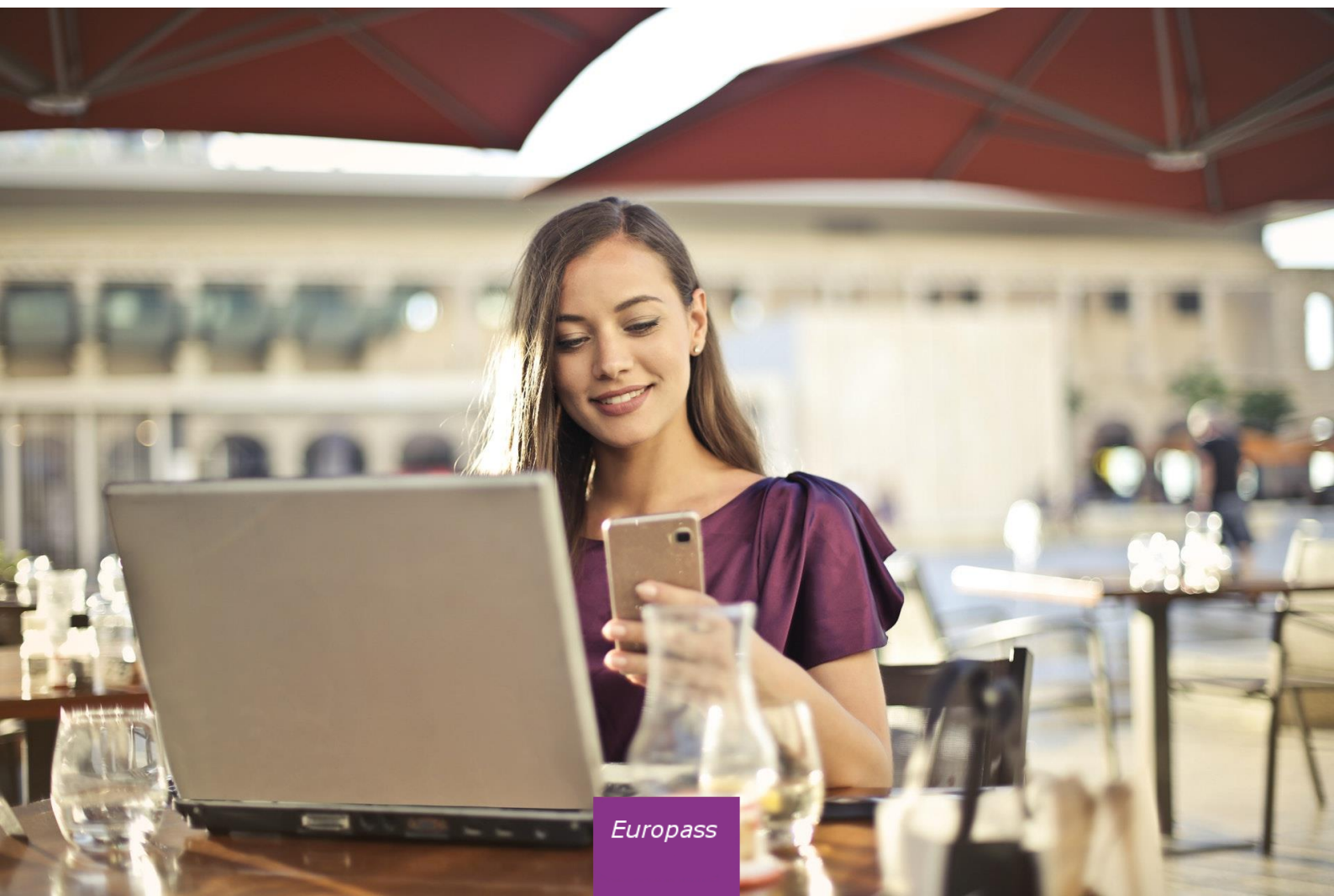


Europass e-Portfolio

*Fifth Meeting of the Europass Advisory Group
8 November 2019*



1 Purpose of the document

This note sets out progress with the development of the Europass e-Portfolio including:

- Results of user testing of the first release of the Europass e-Portfolio
- Information on user management of the e-Portfolio and personal data
- Support available for users of the Europass e-Portfolio
- The approach to suggesting jobs and courses in the Europass e-Portfolio

Questions and feedback are welcome on the note during the meeting of the Europass AG on 8 November 2019.

2 Results of User Testing

2.1 Introduction

The Commission organised an end user testing of the first release of the new Europass e-Portfolio in September 2019. With this testing it sought to test a prototype of the Europass e-Portfolio at an early stage, in order to gain input from potential future Europass users on the Europass functionalities currently under development and how to improve their user-friendliness.

This note summarises the feedback received and sets out how the results will impact on the development process.

2.2 Organisation of the testing

Testing of the first release of the new Europass was carried out between 5 and 30 September 2019.

35 organisations participated in the user testing and were able to reach out to 221 test users. These organisations include

- National Europass Centres
- National Euroguidance Centres
- civil society organisations (European Students' Union, European Volunteer Centre, Lifelong Learning Platform)

The Commission developed four different user scenarios asking users to complete a set of tasks in the Europass platform to test the functionalities of the platform developed to date. The table below shows the functionalities tested:

Create Europass Account	Scenario 1	Scenario 2	Scenario 3	Scenario 4
Create a new EU Login				
Use an existing EU Login				
e-Profile	Scenario 1	Scenario 2	Scenario 3	Scenario 4
Create profile from scratch				
Edit personal information				
Add new personal information				
Add new experiences				
Upload/remove media attachments				
Preview attachments in profile				
Add new profile sections				
Hide profile sections				
Preview profile in Dashboard				
Skills Profiler	Scenario 1	Scenario 2	Scenario 3	Scenario 4
Compile record of skills				
Preview skills profile in Dashboard				
Interests Manager	Scenario 1	Scenario 2	Scenario 3	Scenario 4
Identify and document interests				
Preview Interests Manager in Dashboard				
Online Editor	Scenario 1	Scenario 2	Scenario 3	Scenario 4
Export (parts of) profile to create CV				
Download a CV in PDF format				
Store CV in library				
Library	Scenario 1	Scenario 2	Scenario 3	Scenario 4
Upload documents				
Remove documents				
Add new sections				
Share files/documents				
Preview documents				
Move documents into another library				

Table 1: Distribution of functionalities per scenario and per Europass e-Portfolio tool

Users chose to complete the following scenarios:

- 56% completed scenario 1
- 19% completed scenario 2
- 14% completed scenario 3
- 11% completed scenario 4

The Commission is currently collecting feedback from the testing organisers in order to learn from their experience for the organisation and coordination of next rounds of user testing.

2.3 Test user composition

To obtain reliable results the testing aimed at reaching a test audience that is representative of the potential future end-user of the future Europass platform. The following criteria were used when

recruiting the test audience: user type; age; highest educational level achieved; and, Europass user status.

Breakdown by user type:

- 22% Learners
- 17% Jobseekers
- 62% Workers
- 5% Volunteers

Breakdown by age group

- 15-24 years: 24%
- 25-34 years: 33%
- 35-44 years: 23%
- 45-65 years: 21%

Breakdown by highest educational level achieved

- 7% Basic education
- 15% Upper secondary degree
- 6% VET qualification
- 24% Bachelor degree or similar
- 41% Master degree or similar
- 6% Doctorate degree

Breakdown by Europass user status

- 58%Used Europass CV before
- 39%First time Europass users

2.4 User feedback

General user experience was predominantly positive. When asked about their [first impression of the new Europass platform](#) 29% of test users answered with 'very positive' and 37% with 'somewhat positive'. 20% were neutral and 12% were 'somewhat negative' or 'negative'.

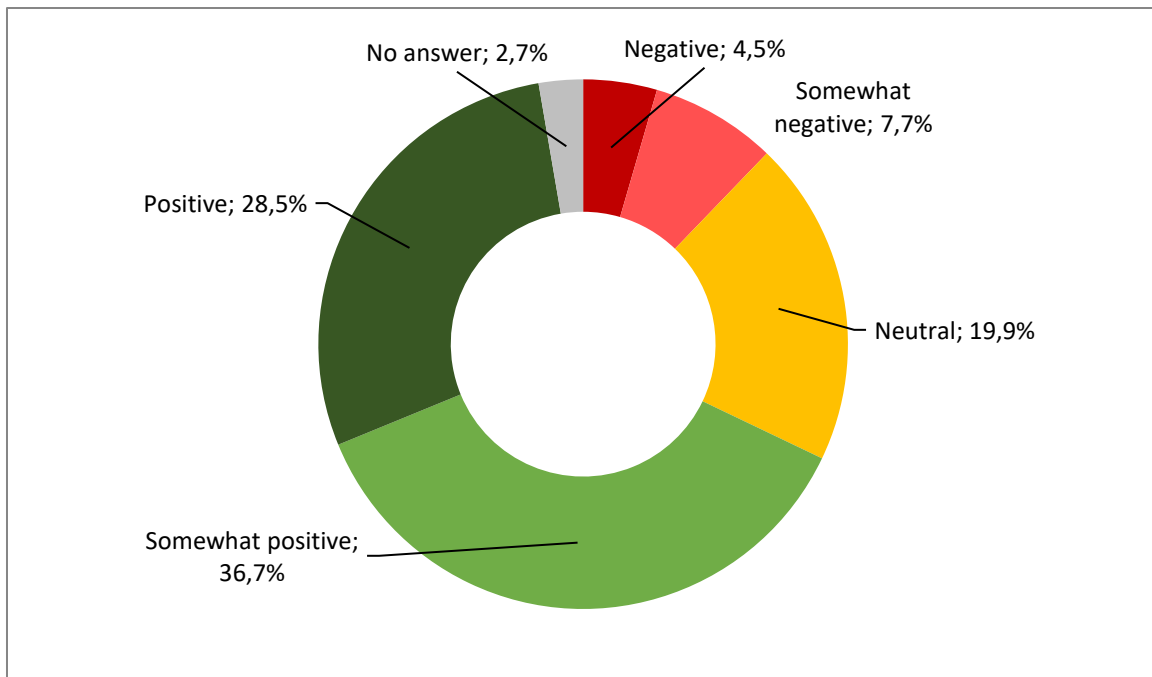


Figure 1: Test users' first impression of the Europass e-Portfolio

When asked to rate whether to recommend the new Europass platform to a friend, colleague or peer learner on a scale of 1-10, with 1 representing “not at all likely” and 10 “extremely likely”:

- 63% gave ratings of 7-10 out of 10
- 19% gave ratings of 4-6 out of 10
- 15% gave ratings of 1-3 out of 10

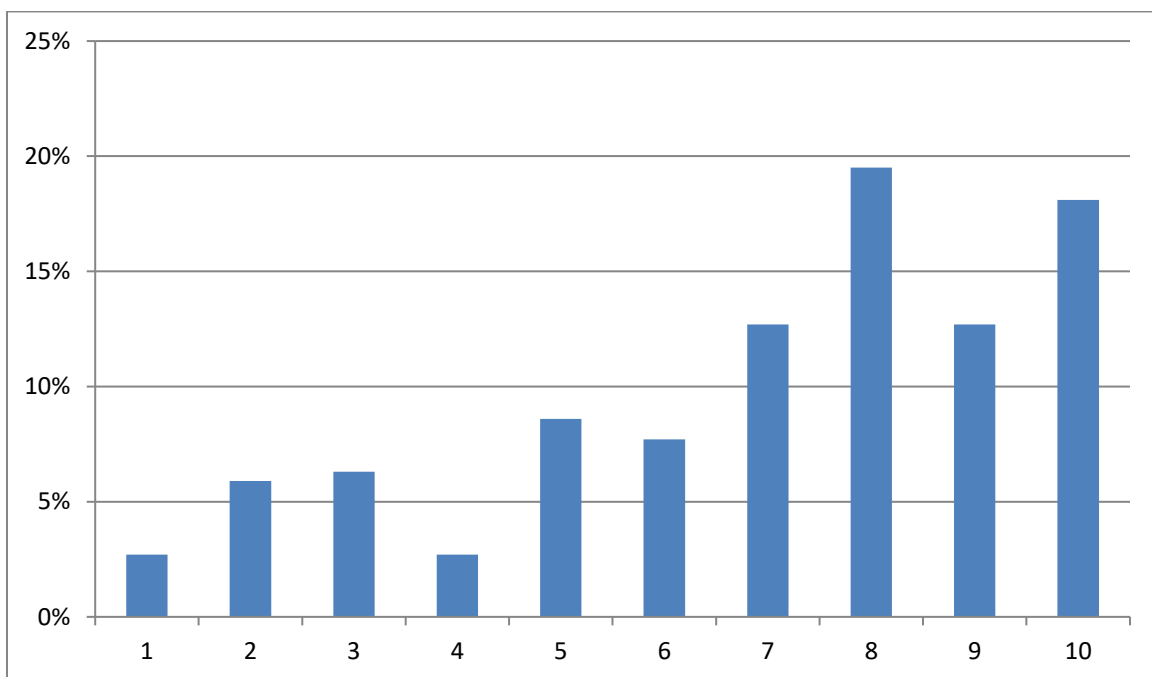


Figure 2: How likely test users would recommend the Europass e-Portfolio

Test users considered the platform very helpful to manage their lifelong learning, document their skills and apply for further opportunities seeing that the labour market and education and training systems are becoming increasingly digital. They found the platform design modern and visually appealing and intuitive to use and navigate. They stressed that the functionalities of the platform should be simple to be accessible to different types of users.

Benefits stressed by test users were:

- the possibility to store all documentation about your learning and working in one place;
- the possibility to self-assess your digital, soft and language skills;
- the platform being open, free and accessible;

2.5 Areas for improvement

Test users stressed that the added value of the new Europass needs to be clear including:

- Better explain the added value of Europass compared to existing commercial service offers.
- Improving design of the platform and generated CVs. The platform should also offer the possibility to choose between a variety of different CV formats and to customise the CV in order to adapt it to different requirements in different sectors or work cultures.
- Ensuring colour, font size and design of buttons meet accessibility requirements.
- Use of graphics, integrated spell-checks and high-quality translations in other languages.
- The lists should be continuously adapted to reflect changes in the labour market and in education and training systems.
- An FAQ or tutorial video to help first time users or users with low levels of digital skills to use the platform. More and targeted tooltips (e.g. EQF levels; definition of digital skills) as well as suggestions and type-ahead functions could be added to guide the user through the e-profile, Library and 'My Skills' and 'My Interest' sections.
- Further development is necessary to improve the technical functioning of the platform (e.g. time required to save changes made to the profile; character limits; drag & drop; drop-down lists) and to resolve remaining bugs (e.g. EU Login; upload of media files).

2.6 Next steps

The Commission is analysing the test users' feedback in detail in order to take it into account in three different ways:

- For feedback relating to known issues or functionality that is already planned for development, the Commission will use the feedback as additional cross-check during the business analysis;
- For feedback that suggests additional features or development work the Commission will ensure that high-priority items can be addressed before launch and plan other improvements shortly after launch;
- For feedback that is ambiguous or controversial, the Commission will seek additional feedback during beta testing.

The Commission intends to organise a beta testing phase, including a beta test event in Brussels in the course of January 2020.

3 User management of e-Portfolio and personal data

The Europass e-Portfolio is a user-focused tool that will support users to manage their careers and lifelong learning.

Europass will ensure individuals have direct ownership and control over their own data. Users have full control over the use and sharing of their data. Third parties cannot access information within Europass e-Portfolios. The Commission will collect and use anonymised information to enhance user experience, to produce anonymised statistics, and to report on and identify improvements to the e-Portfolio.

Users can control how Europass collects and uses their personal information in the following ways:

3.1 Customised suggestions of jobs and courses to Europass users

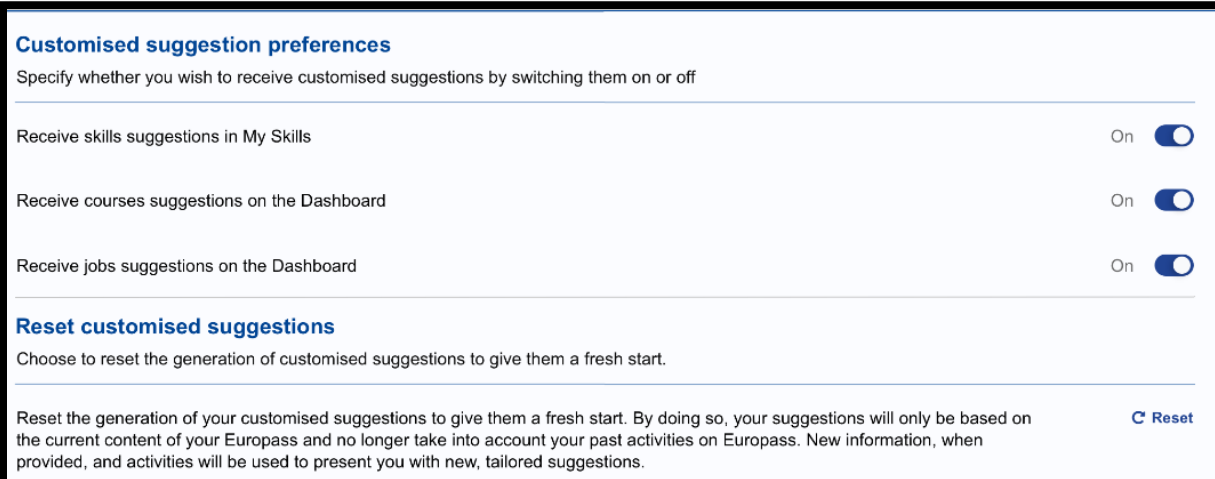
Users' data will be used to understand and convey reliable estimations about users' preferences and interests with the aim to offer Europass users tailored suggestions of skills, courses and jobs. (The 'recommender system' for making suggestions is described in [Section 4](#) below).

Control by users: Users will have the choice to switch off jobs and course suggestions and decide to reset all information being used to receive tailored suggestions (see screen below).

3.2 Customised skills in My Skills

As users complete and update their Profile they will receive suggested skills to add to the 'My Skills' section of the e-Portfolio. The skills suggestions will be made based on ESCO knowledge, skills and competences terms associated with occupations users add in the work experience section of their profile.

Control by users: Users can 'reject' suggested skills, add skills, and also choose to 'turn off' skills suggestions completely (see screen below).



Customised suggestion preferences

Specify whether you wish to receive customised suggestions by switching them on or off

Receive skills suggestions in My Skills	On	<input checked="" type="checkbox"/>
Receive courses suggestions on the Dashboard	On	<input checked="" type="checkbox"/>
Receive jobs suggestions on the Dashboard	On	<input checked="" type="checkbox"/>

Reset customised suggestions

Choose to reset the generation of customised suggestions to give them a fresh start.

Reset the generation of your customised suggestions to give them a fresh start. By doing so, your suggestions will only be based on the current content of your Europass and no longer take into account your past activities on Europass. New information, when provided, and activities will be used to present you with new, tailored suggestions.

[Reset](#)

3.3 Assess Europass performance to support the ongoing monitoring and evaluation of Europass

Europass will collect and aggregate data based on users' activity to understand the performance of the platform. Data on key performance indicators such as number of registered users, number of visits to the platform, and downloads will be published on the Europass platform periodically and used to evaluate the performance of the platform.

Control by users: All information on user activity will be anonymised. Personal information of users will not be used for this purpose. If users nevertheless do not wish to have any data used for this purposes they may update the 'cookies' settings in the browser.

3.4 Conduct labour market analysis

Information such as age, nationality, learning and work experience, and skills will be collected and used for statistical purposes. In order to ensure anonymity, all data will be aggregated and anonymised, to produce only high-level statistical indicators that do not include any personally identifiable information. This data will be used by the European Commission to identify trends in the field of education and employment, predict future skills needs and improve the services offered by Europass. The outcomes of this analysis will be published on the Europass platform periodically.

Control by users: All information on Europass users will be anonymised. Personal information of users will not be used for this purpose. If users nevertheless do not wish to have any data used for this purposes they may update the 'cookies' settings in the browser.

3.5 Sharing Information

Registered Europass users can share information from their Europass e-Portfolio as follows:

Share Profile: users can share a version or part of their profile via a weblink with employers, institutions or other recipient of their choice. Users will be prompted to set a time limit on how long they share the profile for. The record of sharing the profile will be stored in the users *Activity Feed*.

Share a digital credential: users can share a digital credential stored in their Europass Library. Users will be prompted to set a time limit on how long they share the credential for. The record of sharing the credential will be stored in the users *Activity Feed*.

Share documents: users share documents (e.g. CVs, cover letters etc) stored in their Europass Library. Users will make all decisions on how they share documents (download, print, attach to emails, save to other devices or cloud storage) and with whom. If users share these documents as part of an application, they can create a record of the recipient, date of sharing and purpose in *My Applications*.

Interoperability: where users share information with a [Europass interoperability partner](#) (e.g. EURES, Monster, Xing) they will receive a notification that their data will leave the Europass platform.

Update on Data Protection Impact Assessment

The Commission is undertaking a Data Protection Impact Assessment (DPIA), including all functions of the new Europass e-Portfolio and credentials infrastructure.

The DPIA will confirm compliance of the ways in which data is used in the new Europass and also identify the measures to mitigate any identified risks. The Commission will review all the support measures (see Section 4 below) available to users, and ensure all security requirements and procedures are in place.

Preparation of the DPIA is ongoing and the outcome will be shared with Europass stakeholders.

4 Support for Europass users

The following features will be available to inform and guide Europass users on their data:

Privacy Statement: a privacy statement provides information about the processing and the protection of all personal data, including contact details for all data protection queries. The statement is drafted using a template from the European Commission Data Protection Officer (See draft privacy Statement in *Annex 1*).

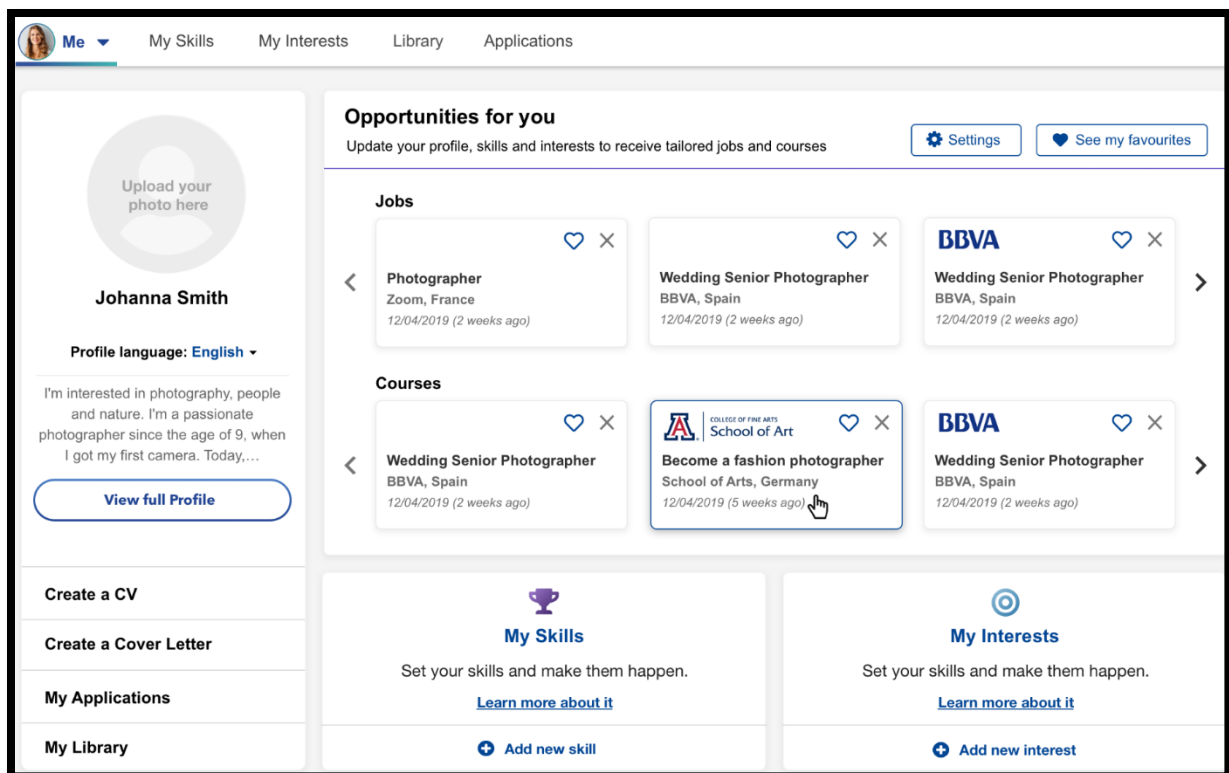
Information article: an information article, written in clear, user-friendly language will be published on the Europass platform. The article will relay the information in the privacy statement and explain to users how their data is used in Europass.

Help: users can submit queries via an online help form. The Commission will be responsible for responding to and directing queries as appropriate.

Activity Feed: Europass users will be able to view an activity feed in their Europass e-Portfolio which will give an overview of all actions they have taken, including sharing information, creating profiles and new documents, recorded in date order.

5 Approach to suggestions for jobs and courses

If they wish, registered Europass users will receive job and course suggestions to their 'dashboard' based on the information on their e-Portfolio (see mockup below). Suggestions will be made by using a recommender system. **Recommender systems** provide users with relevant suggestions based on their expressed interests and preferences as well as the interests of other similar users.



The Europass recommender system will be built on the information that users input (in their Profile) and the preferences they state (e.g. in *My Skills* or *My Interests*). The **goal of the recommender system** and making suggestions to Europass users is to demonstrate the pathway between users' skills, qualifications and experiences in their profiles to next steps, whether they be in the labour market, learning or both. The recommender system aims to reduce user's search and evaluation time and introduce new items to them as they add to and develop their profile. It also serves as an easy way of exploring information on jobs and learning opportunities and getting a quick overview of what is available.

The recommender system will rate the relevance of the pool of jobs (from EURES) and courses (learning opportunities and qualifications in Europass) based on the data in a user's profile.

- **For job suggestions**, Europass will send a query to EURES based on data in the Europass user's profile (e.g. the user may have selected a favourite country in 'My Interests', and have updated 'My Skills' with key skills). The jobs that EURES suggests will be based on the occupations and skills mentioned in the e-Portfolio and the interests the user indicated, e.g. preferred countries.
- **For course suggestions**, Europass will send a query to database of learning opportunities and qualifications based on data in the Europass users profile (e.g. the user may have indicated they wish to change careers in 'My Interests', and have updated 'My Skills' with key skills). The suggested courses will support development of skills required by users and will be offered in their preferred countries. In the longer term this simple search will be complemented with a more advanced matching to enhance user experience further.

The jobs and courses suggestions in the 'dashboard' will be replaced with new suggestions as users reject suggestions or update the information in their e-Portfolios. The suggestions will only include the

learning opportunities (provided by Member States) and job opportunities (provided by Member States through EURES). In a later phase, users may also be directed to content on the platform (e.g. particular articles on relevant topics).

The queries sent will **be based on the content of users' profiles** including:

- ESCO knowledge, skills and competences associated with occupations included in work experience
- educational fields

As the number of Europass users grows following launch, **the behaviour of Europass** users can be used to build the process of making recommendations to other users. This means that the suggestions made can be informed by the interests and profiles of other similar users. This approach can be particularly beneficial for suggesting learning opportunities by highlighting skills and learning opportunities that have been taken by users with similar interests.

Control by users

Users can control all aspects of suggestions as follows:

- Update, change the terms in '*My Skills*' and '*My Interests*' to adjust the terms being used to make suggestions
- Reject suggestions (by deleting them from their 'dashboard') to receive new suggestions
- Turn off the recommender system so that they do not receive any suggestions
- Reset their profile to clear any existing data which is used to make suggestions
- Search for jobs and courses on the Europass platform and select their own search criteria.

ANNEX 1: DRAFT PRIVACY STATEMENT

PROTECTION OF YOUR PERSONAL DATA

This privacy statement provides information about the processing and the protection of your personal data.

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- 5. How long do we keep your personal data?**
- 6. How do we protect and safeguard your personal data?**
- 7. Who has access to your personal data and to whom is it disclosed?**
- 8. What are your rights and how can you exercise them?**
- 9. Contact information**
- 10. Where to find more detailed information?**

1. Introduction

The European Commission (hereafter 'the Commission') is committed to protect your personal data and to respect your privacy. The Commission collects and further processes personal data pursuant to [Regulation \(EU\) 2018/1725](#) of the European Parliament and of the Council of 23 October 2018 on the protection of natural persons with regard to the processing of personal data by the Union institutions, bodies, offices and agencies and on the free movement of such data (repealing Regulation (EC) No 45/2001).

This privacy statement explains the reason for the processing of your personal data, the way the Commission collects, handles and ensures protection of all the personal data you provide. It also explains how that information is used and what rights you have in relation to your personal data. It specifies the contact details of the responsible Data Controller with whom you may exercise your rights, the Data Protection Officer and the European Data Protection Supervisor.

The information in relation to processing operation "*Europass platform*" undertaken by the Commission's [Directorate-General for Employment, Social Affairs and Inclusion](#) (DG EMPL) is presented below.

2. Why and how do we process your personal data?

Purpose of the processing operation: The European Commission collects and uses your personal information to

- (1) offer customised suggestions,
- (2) assess Europass performance and
- (3) conduct labour market analysis.

In particular:

(1) Offer customised suggestions – Your data will be used to understand and convey reliable estimations about users' preferences and interests with the aim to offer Europass users tailored suggestions of skills, courses and jobs (e.g. skills that you may have based on your past experiences, job opportunities that may be of your interest based on your skills and preferences, etc.). As a user, you will have the choice to switch off these suggestions and decide to reset all information being used to provide you tailored suggestions.

(2) Assess Europass performance – Europass will collect and aggregate data based on users' activity to understand the performance of the platform. Data on key performance indicators such as number of Europass documents downloaded, number of visits to the platform, and downloads will be published on the Europass platform periodically and used to evaluate the performance of the platform. Personal information of users will not be used for this purpose.

(3) Conduct labour market analysis – Information such as age, nationality, learning and work experience, and skills will be collected and used for statistical purposes. In order to ensure anonymity, your data will be aggregated and anonymised, to produce only high-level statistical indicators that do not include any personally identifiable information. Such processing complies with

[Article 24\(2\)-\(4\) of Regulation \(EU\) 2018/1725](#). This data will be used by the European Commission to identify trends in the field of education and employment, predict future skills needs and improve the services offered by Europass.

3. On what legal ground(s) do we process your personal data?

We process your personal data, because:

- (a) processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the Union institution or body;
- (b) the data subject has given consent to the processing of his or her personal data for one or more specific purposes;
- (c) processing is necessary in order to protect the vital interests of the data subject or of another natural person.

4. Which personal data do we collect and further process?

In order to carry out this processing operation *DG EMPL* collects the following categories of personal data:

- First name(s)
- Surname(s)

The provision of this personal data is mandatory to create a Europass profile. If you do not provide this information, possible consequences are that you will not be able to create a profile in Europass, and hence you will not be able to create a Europass account.

Additional non-mandatory information collected by Europass to create a full profile and benefit from the services offered by Europass include:

- Date of birth
- Nationality
- Contact information (i.e. e-mail address, website, phone number, instant messaging social media)
- Work Experience
- Education and Training
- And additional information on skills, qualifications and learning that users may choose to input.

5. How long do we keep your personal data?

DG EMPL keeps your personal data only for the time necessary to fulfil the purpose of collection or further processing as described in Section “2. Why and how do we process your personal data”, namely for a period of 5 years after the last update of your e-Portfolio content. During this period, you will receive notifications on all aspects of your data in Europass.

6. How do we protect and safeguard your personal data?

All personal data in electronic format (e-mails, documents, databases, uploaded batches of data, etc.) are stored on the servers of the European Commission. All processing operations are carried out pursuant to the [Commission Decision \(EU, Euratom\) 2017/46](#) of 10 January 2017 on the security of communication and information systems in the European Commission.

In order to protect your personal data, the Commission has put a number of technical and organisational measures in place. Technical measures include appropriate actions to address online security, risk of data loss, alteration of data or unauthorised access, taking into consideration the risk presented by the processing and the nature of the personal data being processed. Organisational measures include restricting access to the personal data solely to authorised persons with a legitimate need to know for the purposes of this processing operation.

7. Who has access to your personal data and to whom is it disclosed?

Access to your personal data is provided to the Commission staff responsible for carrying out this processing operation and to authorised staff according to the “need to know” principle. Such staff abide by statutory, and when required, additional confidentiality agreements.

The information we collect will not be given to any third party, except to the extent and for the purpose we may be required to do so by law.

8. What are your rights and how can you exercise them?

You have specific rights as a ‘data subject’ under Chapter III (Articles 14-25) of Regulation (EU) 2018/1725, in particular the right to access, rectify or erase your personal data and the right to restrict the processing of your personal data. Where applicable, you also have the right to object to the processing or the right to data portability.

You have the right to object to the processing of your personal data, which is lawfully carried out pursuant to Article 5(1)(a).

You have consented to provide your personal data to *DG EMPL* or the present processing operation. You can withdraw your consent at any time by notifying the Data Controller. The withdrawal will not affect the lawfulness of the processing carried out before you have withdrawn the consent.

You can exercise your rights by contacting the Data Controller, or in case of conflict the Data Protection Officer. If necessary, you can also address the European Data Protection Supervisor. Their contact information is given under Heading 9 below.

Where you wish to exercise your rights in the context of one or several specific processing operations, please provide their description (i.e. their Record reference(s) as specified under Heading 10 below) in your request.

9. Contact information

- The Data Controller

If you would like to exercise your rights under Regulation (EU) 2018/1725, or if you have comments, questions or concerns, or if you would like to submit a complaint regarding the collection and use of your personal data, please feel free to contact the Data Controller, [EMPL- EUROPASS@ec.europa.eu](mailto:EMPL-EUROPASS@ec.europa.eu).

- The Data Protection Officer (DPO) of the Commission

You may contact the Data Protection Officer (DATA-PROTECTION-OFFICER@ec.europa.eu) with regard to issues related to the processing of your personal data under Regulation (EU) 2018/1725.

- The European Data Protection Supervisor (EDPS)

You have the right to have recourse (i.e. you can lodge a complaint) to the European Data Protection Supervisor (edps@edps.europa.eu) if you consider that your rights under Regulation (EU) 2018/1725 have been infringed as a result of the processing of your personal data by the Data Controller.

10. Where to find more detailed information?

The Commission Data Protection Officer (DPO) publishes the register of all processing operations on personal data by the Commission, which have been documented and notified to him. You may access the register via the following link: <http://ec.europa.eu/dpo-register>.

This specific processing operation has been included in the DPO's public register with the following Record reference: **TO BE ADDED**