



REAL PETS



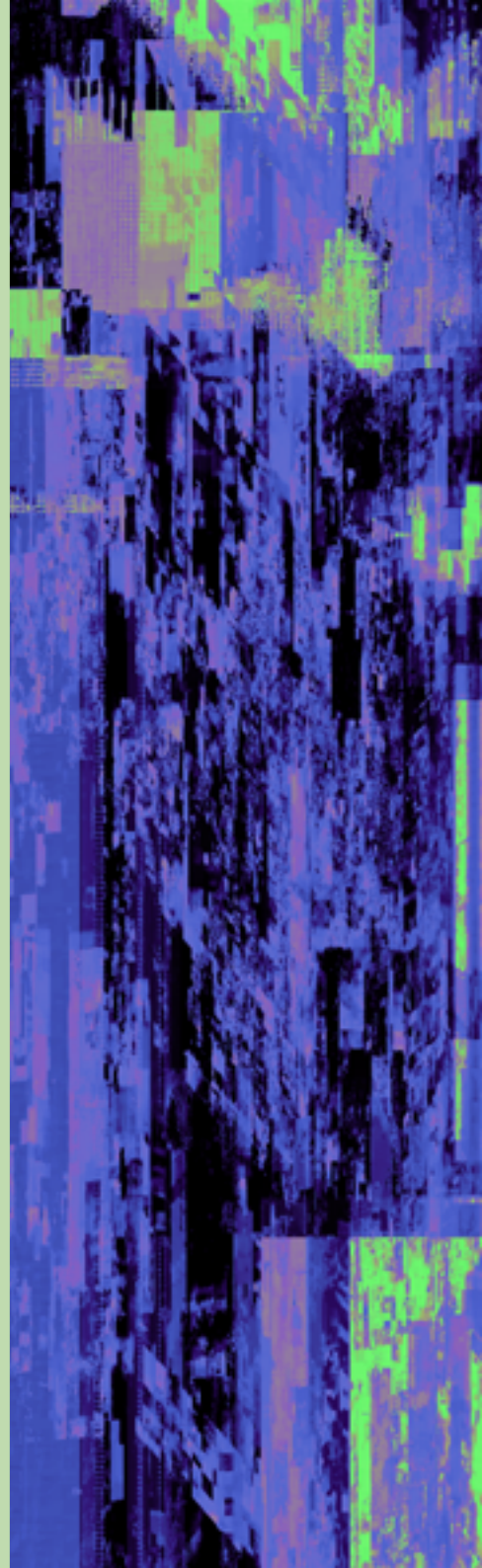
Empirical Detection Methods and Privacy- Enhancing Technologies

for Real-World Tracking



About

REAL-PETS is a European research and innovation project developing the next generation of Privacy-Enhancing Technologies (PETs) to protect citizens against online tracking, surveillance, and privacy abuses across web, mobile, IoT, and emerging digital platforms. The project combines cutting-edge research in privacy engineering, cryptography, software analysis, usability, and European data protection law to create effective, scalable, and user-friendly privacy solutions. REAL-PETS will develop technologies such as adaptive traffic obfuscation, privacy-preserving analytics, anonymous credentials, and post-quantum-ready protection mechanisms. Through real-world pilots, regulatory engagement, and standardisation activities, the project aims to strengthen Europe's digital sovereignty while making privacy protection more transparent, accessible, and effective for everyone.





Vision

REAL-PETS envisions a digital future where privacy is a built-in feature rather than an afterthought. As online services increasingly rely on data collection, tracking, and interconnected devices, individuals need stronger and more accessible tools to maintain control over their personal information. REAL-PETS aims to advance the state of the art in Privacy-Enhancing Technologies by developing practical, scalable, and user-centric solutions that work across diverse digital

environments. By combining technological innovation, legal expertise, and human-centred design, the project seeks to make privacy protection seamless and effective for everyone. Ultimately, REAL-PETS contributes to a trustworthy, privacy-preserving digital ecosystem that strengthens individual rights, fosters innovation, and supports Europe's digital sovereignty.



Motivation

Despite Europe's strong regulatory framework for privacy and data protection, online tracking technologies continue to evolve faster than existing protections. Modern tracking methods increasingly operate across websites, mobile apps, IoT devices, and emerging digital platforms, making them difficult to detect and control. At the same time, many Privacy-Enhancing Technologies (PETs) remain fragmented, platform-specific, and challenging for users to

understand or adopt. REAL-PETS was created to address this gap. By combining advanced privacy research, legal analysis, and human-centred design, the project aims to develop privacy solutions that are effective, practical, and scalable. Its goal is to ensure that privacy protection keeps pace with technological innovation and remains accessible to all users.



Mission & Objectives

The project addresses the growing challenge of cross-platform online tracking by combining advanced privacy research, legal expertise, and human-centred design. Through agile detection of emerging privacy threats, compliance-aware technology development, and large-scale

real-world validation, REAL-PETS seeks to deliver privacy solutions that are effective, trustworthy, and easy to use. Ultimately, the project contributes to a more transparent, secure, and privacy-respecting digital ecosystem while reinforcing Europe's technological sovereignty.

Key Objectives

- Detect and model emerging privacy threats by developing agile methodologies capable of identifying and analysing new cross-platform tracking techniques across web, mobile, IoT, wearable, and emerging digital environments.
- Assess the lawfulness of tracking practices and PETs by combining legal analysis with automated auditing methods to support compliance with European regulations such as GDPR, ePrivacy, DSA, DMA, and CRA.
- Design, prototype, and validate next-generation PETs, including adaptive traffic obfuscation, privacy-preserving analytics, anonymous credentials, anti-tracking technologies, and post-quantum-ready privacy protections.
- Develop human-centred privacy solutions by ensuring that PETs are understandable, accessible, transparent, and usable for diverse groups of users.
- Support standards, best practices, and policy development by translating project outcomes into actionable guidance, reference implementations, and recommendations for regulators, industry, developers, and standardisation bodies.

Partners

The REAL-PETS consortium brings together nine highly qualified academic and industrial partners from six European countries. Its complementary expertise spans privacy engineering, program and network analysis, cryptography, usable security, privacy law, and regulatory compliance. By combining one research centre, three universities, and five SMEs, the consortium connects scientific excellence with operational technology, real-world validation, and clear pathways to market uptake.



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NYM

NYM Technologies SA
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MULLVAD VPN

Mullvad VPN AB
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Facts



Budget

€ 3.9 Million

100% EU Funded



Consortium

9 Partners

6 countries



Duration

36 Months

10/2026 - 09/2029

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Find out more about this Project:
<https://https://real-pets.eu/>



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