

# ICDPPC Global Privacy and Data Protection Awards

2018

## Entry Form

**Deadline 29 June 2018**

To submit an entry to the ICDPPC Global Privacy and Data Protection Awards please complete and email this form to [ExCoSecretariat@icdppc.org](mailto:ExCoSecretariat@icdppc.org) no later than 29 June 2018.

Note: ICDPPC member authorities can submit as many entries as they wish but a separate form should be used for each different entry. Please complete the entry in English.

**1. Contact details for this entry:**

- a. Name and email address of person completing this form:
- b. Name of Data Protection or Privacy Authority: **CNIL**

**2. Eligibility:** By submitting this entry I confirm that:

- a. The Authority is a member of the International Conference of Data Protection and Privacy Commissioners.
- b. The initiative described in this entry was undertaken since the last edition.
- c. I am aware that the information in the entry (other than the contact details in 1(a) above) will be publicised by the ICDPPC Secretariat.

**3. Please indicate which category or categories you wish to enter (delete those that do not apply; you can enter multiple categories):**

- a. **Education and public awareness**
- b. ~~Accountability~~
- c. ~~Dispute resolution and enforcement~~
- d. ~~Innovation~~
- e. ~~People's Choice~~

**4. Description of the initiative**

- a. Please provide a brief summary of the initiative (no more than 75 words):

CNIL issued a new interactive Quiz called **"Your Privacy is secret!"** aimed at young people aged 10 to 14 inviting them to test their knowledge and check along with 30 questions their understanding on how to protect their privacy online; it provides players a final scoring complemented by wide resources adapted to the unsuccessful replies. 3000 copies of **"Les Incollables"** (**"Unbeatable"**) were delivered to schools in cooperation with the French Ministry of Education in 2017.

- b. Please provide a full description of the initiative (no more than 350 words):

CNIL has developed a totally new set of 30 questions related to Privacy integrated in the Quiz. The 2017 edutainment version launched in September 2017 addresses various topics such as proper ways to navigate safely online, some basic concepts like trackers on the internet such as cookies, spam, breaches or hacking, how to safely set up an account on Facebook, manage with privacy settings, strong passwords, react with inappropriate content and behaviour on social media,...

The game tackles serious issues in a funny and playful manner from which kids and teenagers, also their parents and teachers can benefit, resulting in having more informed e-citizens capable of having a better control over his data.

It is also a live competition in which the player may improve his scoring by reiterating new trials and performing his responses and knowledge in adopting best and responsible uses of digital tools and awareness-raising via a selection of pedagogical fact sheets easy to understand (*see some web links below at c) Question c).*

This game has been developed by CNIL in close partnership with PLAY BAC editor as a qualified partner developing for many years, tailor-made publications, magazines, games, posters, quizzes for teenagers. Its great expertise has proved successful in the tone and style to communicate with kids. Uploading of the latest Incoweb version amounted to 106 933 (views) in 2017.

It is interesting to point out that the Incoweb quiz on Privacy is part of a famous gamified series of questions and answers developed in various subject matters for specific age-groups concerned in math, geography or history plugged into primary and secondary school programs. Consequently, the Privacy set of questions developed with CNIL benefits from such a well-known series at children, youth and parents.

- c. Please explain why you think the initiative deserves to be recognised by an award (no more than 200 words)

The Incoweb version of “Les Incollables” “Unbeatable” which amounted to more than 100 000 uploadings in 2017 is one of the best resources benefiting from funny specific illustrations of the hero “Mister potatoe” developed by Martin Vidberg, a famous graphist at young people and at adults in daily French newspapers (Le Monde,...).

It looks like a very handy fan equipped with questions/answers on Privacy designed for a playful session while gaining awareness at teenagers and their families during a long journey or for reviewing best Privacy practices.

The set of topical fact sheets and resources linked to the Incoweb game provides a continuum in awareness-raising information for player, see for instance:

[Use a secured passwords](#), [be unbeatable on hackers](#), Recognize a sponsored advertisement, Fight against phishing, Use pseudonyms, set up an account...

- d. Include a photograph or image if you wish (note this will help illustrate the description of the entry on the ICDPPC website; the image can be pasted into the entry or send as an attachment or a link may be provided): **See 2 pictures in attachment**
- The printed version under the form of a fan of “Les Incollables”
  - The “Incoweb” version to be uploaded online
- e. Please provide the most relevant link on the authority’s website to the initiative (if applicable) (The website content does not need to be in English):

<https://www.educnum.fr/fr/traces-surveillance-profilage>

<http://incoweb.playbac.fr/indexhtml.php5?livret=72>

- f. Please provide any other relevant links that you wish that help explain the initiative or its impact or success (e.g. links to news reports or articles):

<https://www.cnil.fr/fr/rentree-2017-un-nouveau-quiz-les-incollablesr-pour-sensibiliser-les-collegiens-leur-vie-privée>