

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 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: **Office of the Personal Data Protection Inspector of Georgia**

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**

4. **Description of the initiative**

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

Personal Data Alphabet is an online platform bringing together 26 examples of personal data attached to each letter of the English alphabet. It illustrates potential risks connected to data and the ways to protect them in plain language. Alphabet helps individuals realise that the list of personal data is so extensive that at least one example stands behind each letter of the alphabet. It also assists individuals in understanding the importance of personal data protection.

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

The Office of the Personal Data Protection Inspector of Georgia elaborated and created the concept of Personal Data Alphabet. The Alphabet is an online platform - a creative and easily accessible multimedia tool aimed at raising public awareness on personal data protection and giving public a better understanding of what personal data are and why it is important to protect them.

At first (in early 2017) Personal Data Alphabet was created in the Georgian language and proved to be a very successful campaign. Hence, later, the Office decided to create the English version of the Alphabet to reach a wider international audience and offer this tool to the English-speaking community.

The concept of the Personal Data Alphabet is simple – behind each letter of the alphabet there is an example of personal data, for example, A stands for Address, F – Fingerprint, H – Health-related data, L – Location, etc. With these examples from A to Z, the Alphabet explains and illustrates what the personal data are. The descriptions for each data comprises potential risks connected to it and gives individuals simple tips of their protection.

The Personal Data Alphabet provides the public with basic yet important information on personal data protection in a coherent and simple manner.

The Alphabet is an open tool and can be used by any interested party for educational and awareness-raising purposes.

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

First of all, Personal Data Alphabet is a novel and original concept that aims to reach a wide audience and contribute to raising public awareness on personal data protection. Secondly, the form of this multimedia tool is creative and easily accessible to the public; it is also written in plain language that ensures information to be available to a large number of individuals of various ages and profession.

The Alphabet can be used as an informational material in different settings and may be tailored to various audiences. It can be adapted and/or transformed in different formats (e.g., printed, quiz game, puzzle) and used for various purposes - for example, currently its integration into secondary school education program in Georgia is being discussed. It is also possible to adjust the Alphabet and re-assemble it in other languages.

- 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):



- 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):

Link to the Personal Data Alphabet: <http://portal.personaldata.ge/alphabet/>

- 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):

- Georgian version of the Personal Data Alphabet created and published in early 2017: <http://portal.personaldata.ge/anbani/>;
- Social media campaign connected to the Georgian version of the Alphabet (with more than 600,000 reaches): [Link 1](#), [Link 2](#);
- Alphabet was used as visibility items during public events (including Europe Day campaign) nationwide, it was also distributed among media and various organizations: [Link 1](#), [Link 2](#), [Link 3](#);
- EU Delegation to Georgia on twitter about the Alphabet: [tweet](#);
- Alphabet campaign broadcasted on a [daily daytime show of Imedi TV](#), one of the nationwide TV broadcasters in Georgia;
- Georgian Public Broadcaster's First Channel covered the Alphabet in one of its [TV shows](#);
- Section "Rights and Freedoms" of Radio 1 (of the Georgian Public Broadcaster) was devoted to [the Alphabet](#);
- Marketer, one of the leading web portals with regards to business, marketing, technology and start-ups, published an [article](#) about the Alphabet;
- City Magazine (one of the most popular lifestyle magazines) dedicated an [article](#) to the Alphabet;
- One of the most popular news portals, Ambebi.ge dedicated [an article](#) to the Alphabet;
- Cyber Week, web portal about cybersecurity and cyber news, released an [article](#);
- PR Week, one of the leading electronic journals, released an [article](#) about the Alphabet, etc.