

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:
Der Landesbeauftragte für den Datenschutz und die Informationsfreiheit Rheinland-Pfalz

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

- The Authority is a member of the International Conference of Data Protection and Privacy Commissioners.
- The initiative described in this entry was undertaken since the last edition.
- 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):

- Education and public awareness

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

In 2018, the LfDI worked out pedagogical methods to teach elementary pupils on how to be a self-critical digital citizen. One of today's main challenges is to enable the youngest generation to build a broad base of knowledge on how to protect oneself in the internet and on how to use devices connected to the internet. The workshops mainly focus on the dangers of the internet and on these of an uncritical digital generation.

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

The data protection authority of Rhineland-Palatinate was the first German authority to teach pupils in the concerns of data protection. Starting in 2007, we have instructed about 650 classes per year with an average range of 22 pupils per class. Compared to the start of the initiative in 2007, we noticed that pupils are even younger today when being introduced to devices such as smartphones, tablets and laptops.

Today's challenge, however, is that especially the youngest pupils are familiarized with digital spaces without being aware of their personal rights and the dangers of the internet. To close this gap of information and to enable the 'digital natives' to deal with the internet in a reasonable way, the LfDI Rhineland-Palatinate designed a new workshop concept for elementary students starting 3rd grade. The focus lays on four main topics: smartphones, the internet, applications and how to handle the internet.

One of the main issues when designing the new concept for elementary pupils was that most aspects of data protection are extremely complicated and not easy to understand for 10-year-olds. Initially, we created a kids-friendly persona and made up a story about a penguin named Ottilie, who is a YouTuber. In addition to that, it was important to us to use a variety of methods such as games, working sheets, presentations and film sequences to explain all aspects of data protection. We would be happy to share our methods as they are licensed under CC 4.0 by LfDI RLP so that others could benefit as well.

Furthermore, it is our basic conviction that it is not only the pupils who need to be taught but also their parents. At school, there are strict rules on how to use devices but in most homes there is just a small awareness of the importance of such rules. Given this thesis, we also provide special events just for parents to raise their awareness in terms of data protection and parental control in the internet.

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

In most countries data protection is not included in the schools' curriculums. In the digital age facing challenges such as big data, internet of things and artificial intelligence, it should be every nation's concern to teach their young citizens to be able to have a sustainable, reflected relationship with the internet. Hence, many parents just introduce their kids to digital devices without educating them on possible

dangers, it should be the schools to impart this important knowledge. The age with which children start to use smartphones and tablets tends to be even earlier today than a couple of years ago. Since the LfDI Rheinland-Palatinate is a pioneer on the topic of digital education in terms of data protection at an early stage, we hope to raise awareness of the importance of digital education in elementary schools. The methods we worked out are licensed under CC 4.0 by LfDI RLP. Therefore, at least the German speaking data protection authorities could potentially benefit from our work and, hopefully, create similar initiatives. Moreover, with the help of the award we hope to have a strong instrument to convince the government of the importance of integrating data protection in the curriculums.

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): send as an attachment

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.datenschutz.rlp.de/de/themenfelder-themen/schuelerworkshops/>

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.youngdata.de/was-gibts-in-deiner-naehe/rheinland-pfalz/schuelerworkshops/>

<https://www.youngdata.de/was-gibts-in-deiner-naehe/rheinland-pfalz/materialien-grundschulworkshops/>