

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: **Privacy Commissioner for Personal Data, Hong Kong (PCPD)**

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):

Privacy Campaign for Primary Schools 2018

The ever-evolving digital technology is affecting children currently and in future. Many children are creating a "virtual me" and the digital footprints they leave can impact on their future adult lives. The PCPD therefore has to keep up with the pace of change to raise children's awareness of personal data privacy online. By introducing this new education initiative, we would like to reach out to primary school students (ages 6-12) as well as their teachers and parents to keep them informed and engaged on personal data protection during the childhood education.

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

The Campaign ran from May to July 2018. It consists of two components:

1) Competitions:

- Primary 1-3 (lower primary) students: Parent-child Colouring Design and Slogan Competition -
Apart from colouring and drawing in a standard template, students were required to create a slogan for their works to highlight the theme of "data protection in your hands".

- Primary 4-6 (upper primary) students: Parent-child Comic Strip Competition – Students were encouraged to develop a four-grid comic with the theme of “protect, respect personal data”. Through the creative process, they were able to review or explore personal data privacy issues encountered in their daily lives.

2) Student talks on personal data privacy protection

PCPD colleagues gave presentation at the talks to provide practical tips on online personal data protection. Special educational presentation materials were developed to encourage students to become good netizens.

A local comic illustrator was invited to develop a cartoon “chameleon” family to help promote the Campaign. Through the four-grid comic stories with lively and expressive cartoon characters, they helped bring out those personal data privacy issues encountered.

Two educational materials with topics on cyber-bullying and smart use of social media were also developed as ready-to-use learning and teaching resources for General Studies.

The Campaign was co-organised with a newspaper group with strong presence and network in local schools. It was supported by the Education Bureau of the Hong Kong SAR Government.

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

- Overwhelming response was received for the two competitions within a month:
 - Some 4,000 entries were received from students;
 - 117 schools participated in the Campaign promotion in campuses; and
 - Over 740 students joined the student talks.

A total of over 93,000 people participated in the Campaign, including students, parents and teachers. This is an example of a fun and cost-effective way to promote children privacy.
- Intensive promotion and publicity of the Campaign was carried out (both online and offline, e.g. advertorials and ads on newspapers and school publications, banner ads on websites, facebook and Youtube channels etc.) to promote the message of “Data Protection in Your Hand” to the students, parents, teachers and members of the public:
 - Total number of readers reached on printed publications was 4,600,000;
 - Total number of reaches via online publicities was over 1,524,000.
- Besides students, parents and teachers were also involved in the education campaign. The message of personal data protection would hence be able to be further disseminated and built into the wider community.

- 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):

Campaign website:

<https://www.pcpd.org.hk/childrenprivacy/en/primary-school-campaign-2018.html>

- 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):

Full-page editorial article for the Campaign on newspaper:

https://www.pcpd.org.hk/childrenprivacy/download/25-R_Screen_r2.pdf

Call for entries - A one-minute comic animation on privacy traps:

<https://youtu.be/eY2WyJESlkk>

Educational material for General Studies on cyber-bullying – half-page newspaper editorial work:

https://m.facebook.com/story.php?story_fbid=2110705892531949&id=1581205272148683