

# 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: Belgian Data Protection Authority

**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):

GDPR awareness campaign: "De Privacywet van A tot Z" – "La nouvelle loi vie privée de A à Z"

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

The Youth Platform "Ik beslis-Je decide" has prepared an educational package to inform children and youngsters (aged 12-16) about the new General Data Protection Regulation:

<https://www.ikbeslis.be/ouders-leerkrachten/lesmateriaal>

The package includes:

- A short animation video which introduces the basic principles of GDPR, included in an educational bloc on the "ik beslis- Je decide" website: <https://www.ikbeslis.be/jongeren/AVG>
- An educational sheet for teachers to prepare a thematic course on data protection and GDPR: <https://www.ikbeslis.be/sites/default/files/2018-01/Lesfiche.pdf>
- A class book, for the students to complete, to illustrate the basics of data sharing in practice: <https://www.ikbeslis.be/sites/default/files/2018-01/Klasboekje.pdf>
- An educational poster: <https://www.ikbeslis.be/sites/default/files/2018-01/De%20nieuwe%20privacywet%20van%20A%20tot%20Z.pdf>

The educational package was launched and made available on the 29<sup>th</sup> of January, via press and social media. The Secretary of State for Privacy and the Minister for Media presented the package at a press conference, organized in a school. Students got to see the video and had the possibility to discuss the

issue of data protection. The Secretary of State and the Minister shared tips and good practices to protect the students' data.

The campaign was aimed at (1) children and youngster and (2) teachers.

Via the educational information sharing channels, the package was presented to the entire school network in Flanders and Wallonia.

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

The educational tool aims to explain the basics of data protection, not only in a theoretical way, but by letting children experience the practice of data sharing via the completion of the "old-fashioned" class book. When completing the booklet, children are invited to read the small print and to discover the loopholes of data sharing. The teacher takes the role of a vigilant data broker, who tries to market their data. How do children feel about this? This could be the starting point for a class discussion which makes children think of their sharing behaviour.

- 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):

- <https://www.ikbeslis.be/ouders-leerkrachten/lesmateriaal>
- <https://www.jedecide.be/les-parents-et-lenseignement/support-pedagogique>

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):

# Orders, downloads and views of the material (French & Dutch):

	Totaal
# Orders class book "Samen spelen, samen delen"	705
# Orders poster "Privacywet van A tot Z"	1.990
# Downloads educational sheet "Privacywet van A tot Z"	1.500
# Views animation video "Privacywet van A tot Z"	22.334

The animation video was highly praised on twitter and followers have made translations in English, Spanish and Czech.

- English: <https://www.youtube.com/watch?v=iI7L55IEb-4&feature=youtu.be>
- Spanish : <https://www.youtube.com/watch?v=MC1rjiNd01Q&feature=youtu.be>
- Czech : <https://www.youtube.com/watch?v=TzxosYovYvk&feature=youtu.be>

Extensive media coverage e.g.:

#### **Press**

- ✓ VRT - <https://www.vrt.be/vrtnws/nl/2018/01/29/lessenpakket-moet-kinderen-bewust-maken-van-privacy-op-het-inter/>
- ✓ Belga - <http://www.belga.be/nl/news/details-91457430/>
- ✓ Klaar - <https://onderwijs.hetarchief.be/klaar>
- ✓ Het Laatste Nieuws - <https://www.hln.be/de-krant/voortaan-ook-les-in-privacy-op-school~aab96db0>
- ✓ RTL - <https://www.rtl.be/info/magazine/hi-tech/un-nouvel-outil-pedagogique-pour-sensibiliser-les-jeunes-a-la-protection-de-la-vie-privee-991044.aspx>

