

# 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: Hungarian National Authority for Data Protection and Freedom of Information

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):

**NAIH project (studies and campaign)** on the safe and conscious internet use of children:

- **Key to the World of the Net!** – Study of NAIH on the Internet habits of children between 10 and 16
- **A Small Key to the World of the Net** - Study focused on children under 10
- **Awareness campaign** with Tamás Vastag's song in 2014
- **Joining the ARCADES project** of the EU whereby reference books on data protection were published for teachers

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

The Hungarian National Authority for Data Protection and Freedom of Information (NAIH) has laid particular emphasis on the protection of the personal data of children; we published our volume of studies entitled Key to the World of the Net! on the Internet habits of children between 10 and 16 (a new edition in 2016); we launched our awareness campaign with the young Hungarian popstar, Tamás Vastag's song in 2014; and we joined the ARCADES project of the European Union whereby reference books on data protection were published for teachers (in Hungarian, too). In 2017, the NAIH has focused on children under 10. This study volume seeks to map those sources of danger that might infringe on the privacy of kindergarten and school children, the protection of their personal data, and thereby damage their future healthy development. Our aim is certainly not to deter; rather, it is to call attention to digital-space phenomena that may affect the youngest age groups now and in the future.

The aim was always the same: to help children and youths—directly and by way of assistance from adults responsible for their upbringing—live consciously in the world of the Internet, not

only be smart but also knowledgeable at using these devices, and also to take responsibility for others in virtual reality, as well.

In our experience, education for this purpose cannot be begun early enough, because, on the one hand, everyone, regardless of age, has the right to the protection of personal data when encountering danger, and, on the other hand, the age groups using the Internet is becoming younger and younger. There is no wonder; a baby is born into an environment where mobile phones and computers or other devices are used as everyday tools, and, in some cases and for some people, they are more important than anything else. However, while, in the cases of teenagers, the emphasis falls on preparing them for independent decision making, in the case of children under ten, protection is of primary importance.

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

The Hungarian DPA focuses on the protection of the personal data of children because the rapid development of IT, internet and telecommunication technologies have brought about radical changes in the world almost in all aspects of life.

The new culture develops novel behavioural forms which we, adults, need to recognize, understand as well as to prepare the so-called “Z generation” to dangers arising out of them, too.

The aim of the studies and the campaign of the NAIH was always the same: to help children and youths—directly and by way of assistance from adults responsible for their upbringing—live consciously in the world of the Internet, not only be smart but also knowledgeable at using these devices, and also to take responsibility for others in virtual reality, as well.

We think that our work (studies, campaign) regarding the conscious internet use of children is essential and relevant both for children and parents in this world meshed by the internet.

- 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): please find attached the images regarding our studies
- 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): <http://www.naih.hu/key-to-the-world-of-the-net-.html> , <http://www.naih.hu/files/A-Small-Key-to-the-World-26-02-2018.pdf>
- 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.youtube.com/watch?v=Jzc1eukXz-E>