

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:
Data Protection Commission, Ireland

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. Innovation
- d. People's Choice

4. Description of the initiative

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

'Preparing Ireland for the GDPR' Awareness Initiative

In 2017, the DPC launched a major initiative 'Preparing Ireland for the GDPR' to raise awareness of the GDPR. This initiative identified and coordinated a number of communication strands aimed at raising awareness among the business community and the public. National surveys carried in May 2017 and May 2018 demonstrated a doubling of awareness of GDPR in Ireland during this period. By May 2018 over 90% of business were aware of the GDPR.

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

The DPC took a multi-strand approach to raising GDPR awareness in Ireland in advance of the 25 May 2018, particularly among members of the public and the SME sector. A number of the headline activities undertaken as a part of the awareness drive were as follows:

Public Information campaign

In the Q1 and Q2 2018, the DPC implemented a broad-based media campaign to raise public awareness of the change in law. This campaign included front-page newspaper adverts in the major daily newspapers, cinema adverts, radio adverts, and digital takeovers of online news outlets, which used content-only targeting to reach our audience. By opting to target our ads based only on the content they sat beside (rather than targeting based on user activity) the DPC also piloted an approach that epitomised best practice in the digital sphere. The campaign is considered to have been a major success, reaching over 80% of Ireland's adult population, which is considered to be beyond the saturation point for such campaigns.

Direct engagement

The DPC undertook 200 speaking events during 2017, across a range of sectors both nationally and internationally. In addition, the DPC engaged in over 200 meetings with data controllers providing guidance and direction on data protection and GDPR compliance.

GDPRandYou.ie microsite

The DPC created a microsite to serve as a central depository for all of its GDPR related resources. All of these resources are free to download. This website was promoted by the Irish government, industry representative bodies and other key stakeholders as an essential preparatory tool in advance of 25 May 2018.

Guidance documents available through GDPRandYou.ie included simple introductory material to the GDPR, a SME toolkit, a comprehensive guide to the rights of individuals, a guide for microenterprises, and general guidance on key provisions of the GDPR such as DPO requirement, DPIAs, the One Stop Shop, and Controller-Processor contracts. The site also provided links to all of the Working Party 29's GDPR guidance materials and the websites of all other EU data protection authorities.

Digital presence

The DPC has continued to promote GDPR awareness through its Twitter page, and in 2018 launched a LinkedIn page to bolster its social media reach. The DPC has used these platforms to disseminate guidance documents, promote awareness to both individuals and organisations through posters and infographics. The DPC Twitter account has a weekly organic reach in the tens of thousands, with an impression reach of over 170,000 in the week of May 25th alone. A GDPR promoted Twitter campaign in late 2017 reached over 2 million impressions.

GDPR Conference

In January 2018, the DPC hosted a landmark international conference in association with the Centre for Information Policy Leadership (CIPL). Almost 500 delegates from public and private sector organisations attended and benefited from practical, hands-on training led by leading global privacy experts and professionals.

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

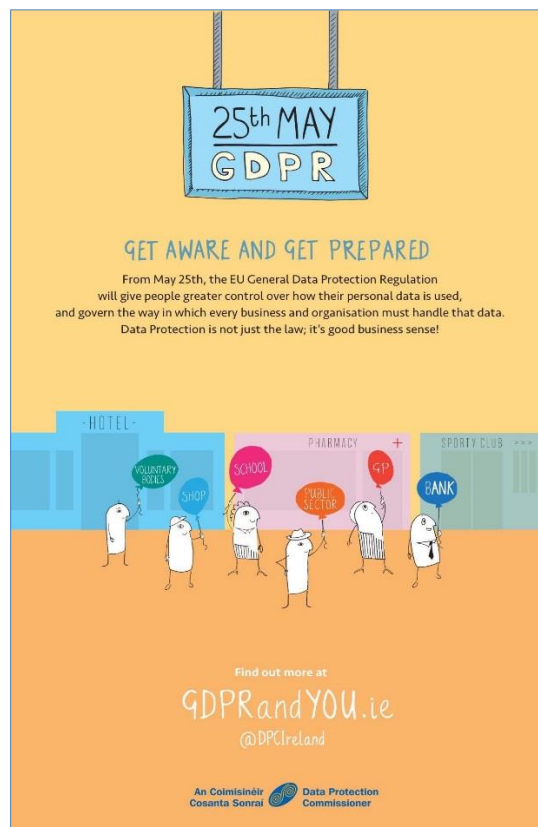
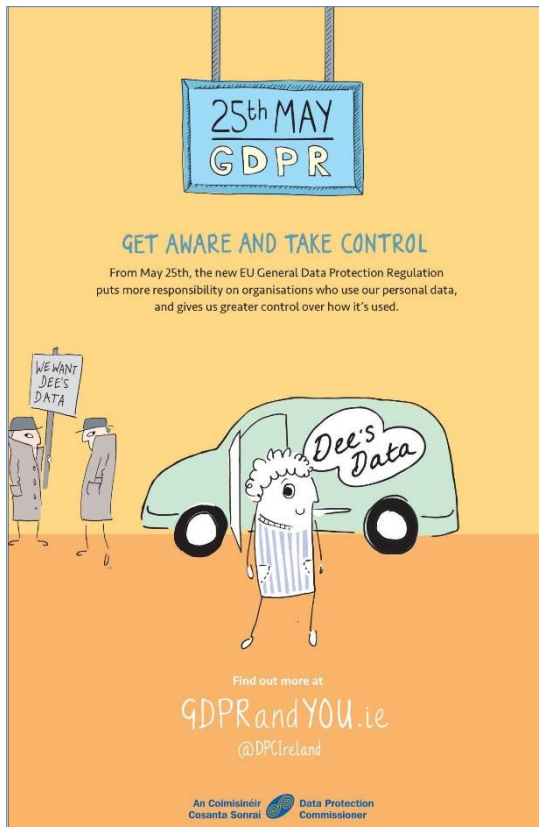
The DPC commissioned surveys in May 2017 and May 2018 to provide concrete metrics to measure the impact of the "Preparing Ireland for the GDPR" awareness initiative. The survey results show a remarkable two-fold increase in GDPR awareness amongst SME businesses in Ireland (90% in May 2018) compared to last year (44% in May 2017). In addition, in 2018 compared to 2017, five times more SME business executives demonstrated knowledge of the consequences of GDPR for their organisations, along with a two-fold increase in pre-compliance activity in the small to medium enterprise sector.

Both our GDPRandYOU.ie guidance and our video adverts have been cited by the National Adult Literacy Agency of Ireland as exemplifying the principles of accessibility and understandability.

A lot of thought and effort was invested by the DPC in developing and coordinating the type of campaign that would have meaningful impact for stakeholders, that would be of real assistance to those organisations and individuals seeking to comply with the GDPR and, more generally, to raise public awareness of data protection rights.

The DPC “Preparing Ireland for the GDPR” initiative made a very significant contribution to achieving an extraordinary level of GDPR awareness among Irish business and the public. Over 80% of the Irish public were reached by our campaign, leading to GDPR awareness of over 90% in business 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):



Front page ads from National Newspapers promoting GDPR awareness.



A still from one of our awareness raising videos for individuals, along with a link to view the full resource.

Link to one of the awareness videos (individuals) :<https://vimeo.com/267389091>



Front page of the Irish Times newspaper as printed on 25 May 2018.



Pre print image of Irish Times front page 25 May 2018



Example of a Tweet highlighting DPC resources.

- 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): www.GDPRandYOU.ie
- 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):