

Media Campaign: What You Don't Share Offline, Don't Share Online!

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

PPA launched a media campaign in order to increase awareness to oversharing of personal data in the digital sphere. Looking to demonstrate the potential risks to the right to privacy, PPA decided to focus on the manner privacy considerations become relevant to individuals in their daily routine, personal moments and relationships. It came up with a simple catchy slogan that will resonate well with the general public.

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

PPA launched a media campaign in order to increase awareness to oversharing of personal data in the digital world. Looking to demonstrate the potential risks to the right to privacy, PPA focused on the manner privacy considerations become relevant to individuals in their daily routine, personal moments and relationships. It came up with a simple catchy slogan which will resonate well with the general public.

The campaign highlights the message of "**What You Don't Share Offline, Don't Share Online!**". The campaign included a series of short videos which were promoted on Youtube and Facebook, the radio and internet ads. The campaign also invites the public to visit PPA's website and to discover more about the right to privacy and data protection, as well as about PAA's various activities.

The video series received thousands of views and shares, in addition to warm responses and media coverage.

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

This initiative addresses relevant and topical issues in an unconventional manner. Collaborating with creative partners, it managed to come up with a simple and effective slogan, suitable to diverse audiences, thus expanding the reach of PPA's impact and key messaging.

The campaign motivated the public to visit PPA's website in which a new section has been devoted to privacy in the daily routine. This section was recently launched and it contains information, guidance and resources regarding the right to privacy and the challenges involved in its protection. The Q&A section contains information on 'hot' topics such as privacy at the workplace, CCTV cameras and the right of access by the data subject.

The campaign was effectively used to expose the public to the launch of a new section on PPA's website and to the availability of informative resources. It received more than 1.5 million overall views (in all platforms), including hundreds of thousands of complete views of videos, and hundreds of shares and comments on social networks. It contributed to a

significant increase in the number of monthly visits to the website – from an average of 7,000 visits to 80,000 visits per month during the campaign period.

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.gov.il/he/Departments/news/privacy_campaign

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.facebook.com/privacyIL/videos/10214743786600573/>

<http://www.ifat.com/InfoBuzzerItemPage/?resourceId=8531705&appUser=0>

https://www.gov.il/he/Departments/Topics/individual_rights



Reserved

Tali and Ron are married + 3
In couple therapy

**You would not share personal information in the Offline World
So why sharing it in the Digital World?**

Protect your privacy
It will protect you