

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: 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):

A clear and accessible "Privacy policy for children and teenagers", in line with the GDPR transparency requirements.

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

The team "Je décide/ik beslis", in charge of providing materials/tips related to children and teenagers' privacy, came up with the idea of developing a layered privacy policy that would be easily understandable and usable for the young users of the "Je décide/ik beslis) website.

- ✓ Dutch version: <https://www.ikbeslis.be/privacy>
- ✓ French version: <https://www.jedecide.be/privacy>

The goal of the project is to meet the transparency requirement of the GDPR by making sure that the personal data processing's are explained in a clear and didactical way, by using simple and concise language and visuals (see links and image below). Throughout this project, we involved kids and their parents in order to get feedback from them and improve the clarity of the policy. Alongside this privacy policy for kids, we kept a more detailed version of the privacy notice for adults.

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

We came up with the idea for this awareness project when we realized that most privacy policies targeting children and teenagers had the same flaws: they are full of complex words, presented in a linear format, and difficult to read.

Drawing from these observations and having the responsibility to set up good practises in data protection especially for vulnerable audiences, we decided to re-draft our own privacy policy to make it as easy to read and understand as possible, by children as well as adults (see links and image below). Throughout this project, we involved kids and their parents in order to get feedback from them and improve the clarity of the policy.

This privacy policy can be used as an example for other websites which target a young audience. At the moment, we are aiming to re-redraft our main website 's privacy policy (<https://www.autoriteprotectiondonnees.be/>) on the basis of the format developed for the privacy policy for kids on the "je décide/ik beslis" website.

- 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):

✓ French: <https://www.jedecide.be/privacy>

✓ Dutch: <https://www.ikbeslis.be/privacy>

- 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):

Website statistics show that the amount of website-visitors who actually visited the privacy policy webpage has greatly increased, along with the amount of time visitors actually spend on that particular webpage.