

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: **National Institute for Transparency, Access to Information and Personal Data Protection (INAI Mexico)**

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):

The Interactive Guide for Data Subjects (hereafter The Guide) is aimed at the general public and citizens.

Its objective is to explain data subjects: a) what is the right to the protection of personal data; b) why it is important to take care of their personal information; c) how they can exercise their right and to whom they can complain if they consider that their right has been violated.

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

The Guide is divided into four volumes, in order to make consultation easier and it is also accessible from a web site. This Guide includes multimedia elements that allow the user to have a friendly interaction with the information.

The Guide has a drop-down menu that allow the user to identify and review the chapters included in each volume, within each page. Users can also find navigation buttons to move forward or backward between the contents. It has an audio that describes the information and some multimedia elements that allow a better interaction with the information.

The Interactive Guide offers two levels of reading: basic and complete consultation.

- **Basic consultation:** It offers summaries, audios and videos that highlight the

essential information to allow users to get to know the contents of the four volumes at-a-glance of the guide prepared by the INAI.

- **Complete consultation:** In this option, the user acquires additional information, in order to broaden his or her knowledge about the topics that are included in the four volumes of the Guide. Resources such as diagrams, audios and videos are also provided for a better understanding of the contents.

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

In order to develop a culture of personal data protection among the population in Mexico, INAI considered convenient to have an interactive guide, which is adaptable and accessible from any web browser and mobile device, adding multimedia elements such as videos, gifs, 2D animations, among other elements, in order to make it more attractive and easy to read and consult for those that may be interested.

Therefore, through the launch of the Guide in an interactive format, the INAI, as guarantor of the rights of access to public information and personal data protection, consolidates its commitment of dissemination of the right to the protection of personal data amongst data subjects, through the development of tools that allow a didactic approach as part of INAI's civic education campaign on the exercise of personal data protection rights.

- 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):



Figure 1. General view of the Webpage, The Guide

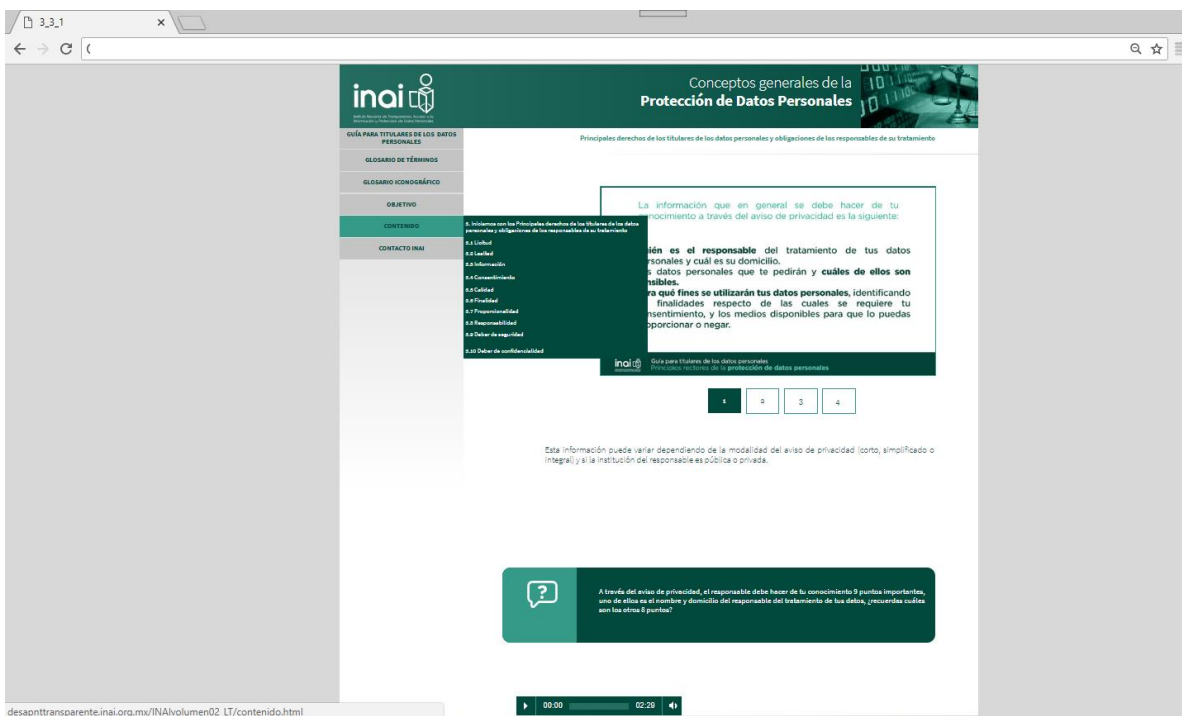


Figure 2. Online view, content of the web page

- 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):

Complete Consultation:

http://micrositios.inai.org.mx/guiastitulares/INAIvolumen01/objetivo_general.html

Basic consultation:

http://micrositios.inai.org.mx/guiastitulares/INAIvolumen01_LT/.

- 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):