

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: **Office of the Privacy Commissioner New Zealand**

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 Privacy Trust Mark was designed to recognise privacy excellence in products and services. The trust mark demonstrates that a "privacy by design" approach was used and it's intended to give consumer confidence. As organisations collect an increasing amount of information, and the consequences of accidental or malicious misuse of that information increase, it becomes more important to be able to identify products that are outstanding in the way they handle personal information.

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

The Privacy Trust Mark identifies products and services that the Commissioner considers to be outstanding in the way they manage personal information. While the Trust Mark applies only to distinct products and services, and does not 'certify' an entire agency, an agency can apply to have more than one of its products recognised.

The Privacy Trust Mark has established a formal mechanism for highlighting to the public and agencies excellent privacy practice. Both public and private agencies can apply to have their product or service recognised with a Privacy Trust Mark.

The Privacy Trust Mark:

- builds public awareness around privacy;
- provides an incentive to engage in good practice;
- provides a means for agencies to showcase their privacy practices where the Privacy Trust Mark is seen as an asset in itself; and
- increases OPC's influence in the wider community through positively influencing agencies behaviour to comply with the Privacy Act 1993.

It can be very difficult for consumers to distinguish between a product that was designed with privacy in mind and one that wasn't. Or a between a process that is run with care and security and one that isn't. Empowered by new technology, agencies are able to provide an ever-increasing array of products, services, and processes that make use of personal information in new and sometimes, confusing ways. Consumers and other agencies will be able see which products or services demonstrate privacy positive use of information through successful products and services displaying the Privacy Trust Mark logo.

As part of the development process, our Office conducted an engagement survey with the general public and agencies in order to inform the scope of the trust mark award. Our Office also ran a design competition for the development of the trust mark logo which received entries from high school students, university students, and professional designers. The collaborative and open product development process resulted in increased engagement and enthusiasm for the end product.

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

The Privacy Trust Mark project deserves to be awarded an ICDPPC Award because it promotes privacy positive behaviours by agencies and assists individuals to recognise products and services that are privacy enhancing. The Privacy Trust Mark is the only trust mark in New Zealand recognising privacy positive behaviours and only one of a handful of trust marks globally that are administered by data protection bodies. The Privacy Trust Mark is therefore world leading.

The Privacy Trust Mark allows agencies to show how well they have taken account of privacy values in the design of their product or service. It allows individuals to engage more confidently with the products and services they buy, and improves privacy practice across agencies through raising awareness of good privacy practice.

The Privacy Trust Mark enables our Office to proactively recognise outstanding work in privacy that goes beyond mere compliance. Not only does it allow our office to single out exceptional products, it:

- Values actions that go beyond applying the Privacy Act;
- Improves public awareness of privacy positive behaviour;
- Encourages open and early engagement with our Office by agencies; and
- Presents our Office as more than punitive body.

- 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 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://privacy.org.nz/privacy-for-agencies/applying-for-a-privacy-trust-mark/>

- e. 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://privacy.org.nz/privacy-for-agencies/applying-for-a-privacy-trust-mark/faqs/>
<https://privacy.org.nz/privacy-for-agencies/applying-for-a-privacy-trust-mark/privacy-trust-mark-criteria-and-considerations/>
<https://privacy.org.nz/news-and-publications/statements-media-releases/new-privacy-trust-mark-certifies-privacy-and-customer-control/>
<https://www.privacy.org.nz/forums-and-seminars/privacy-trust-mark-logo-competition/>
<https://privacy.org.nz/news-and-publications/statements-media-releases/making-a-trust-mark-for-privacy/>
<https://www.computerworld.co.nz/article/641016/trade-me-real-me-awarded-privacy-trust-mark/>
<https://www.trademe.co.nz/trust-safety/2018/05/09/trust-mark-for-transparency-reporting/>