

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):

Education and public awareness
People's Choice

4. Description of the initiative

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

A short animated video to communicate three main messages:

- privacy is about trust;
- privacy matters in the home, in workplaces and in public; and
- how our office can help.

It is supported by a complementary infographic.

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

We created a colourful and simple 1 minute 15 second short video to promote short, easily understandable privacy messages under one unifying theme: Privacy is about trust.

There are three chapters to the video, each with a different sub-theme. The three chapters are privacy at home, privacy in the workplace and privacy in public.

1. Privacy at home: Privacy is about building trust ("Always check you can trust an organisation before you give it your information").
2. Privacy in the workplace: Privacy is about taking control ("Under the Privacy Act, you have the right to ask for your information").
3. Privacy in public: Privacy is about being respectful ("If you a recording in a public place, be respectful of the privacy and feelings of others").

A central feature of the video is its 'call to action' which is to encourage individuals to take control of their privacy by using our AskUs FAQ resource, our AboutMe request-my-information tool, and our website in general to find out more about their privacy rights.

The video has also been translated into Maori and it will be a central feature in OPC NZ's communications plan for Maori Language Week in September.

The animation has a complementary infographic that reinforces the messages in the animation.

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

The video is being promoted on the OPC NZ's Facebook, Twitter, LinkedIn profiles. It has also been promoted through the office's fortnightly email Privacy News newsletter. It was launched in just after Privacy Awareness Week in May. In five weeks, it has achieved 2,800 views.

The video is easy to understand and its messages are short, practical as well as conceptual. We took great care in creating the content to address and include some of the main privacy concerns that we are contacted about by members of the public and organisations. Some of the issues featured in its short duration concern technology (security cameras, drones, mobile apps) and some are ethical (the filming of accidents).

We are very pleased with the final product and the public feedback has been positive. We submit that it is a high quality product that can inspire other DPAs to create something similar.

- d. Include a photograph or image if you wish (note this will help illustrate the description of the entry on the ICDPCC 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): <https://youtu.be/luBi6vWcYe4>

- 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):