

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
Innovation

4. Description of the initiative

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

Public enquiries: a complementary solution

The Office has used a complementary combination of "AskUs" - our online "intelligent" FAQs and an external call centre to answer public enquiries effectively and to a consistently high standard.

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

The Office of the Privacy Commissioner New Zealand has been exploring ways to respond better to public enquiries.

We have developed a combined approach that we believe provides a sound solution.

The Office receives over 8,000 enquiries from the public each year. We are a small office and have always worked hard to respond satisfactorily to these enquiries.

We were conscious that some of the enquiries were common and would crop up time and time again. It was a poor use of staff resources to answer such enquiries

repeatedly. We were also concerned about the consistency of the advice we were providing.

In mid 2016, we introduced AskUs. The AskUs knowledge base provides general guidance about privacy issues, not legal advice. The early months were used to establish AskUs and we worked hard during that time to build upon the range of answers contained within the database.

Since 2017, we have seen a growth in the comprehensiveness of the content in AskUs. We have also witnessed a gradual growth in usage numbers.

At this time, we also moved to an external call centre to receive our enquiry calls. This was designed to relieve staff of the ongoing interruptions of enquiry calls, and to provide a more consistent service level. Realistically, we could not have made the shift to a call centre without the resource base provided by AskUs.

We can be confident that call centre staff are providing legally accurate guidance to callers, and that the answer to questions will be consistent.

We have received well over 20,000 questions through AskUs since inception.

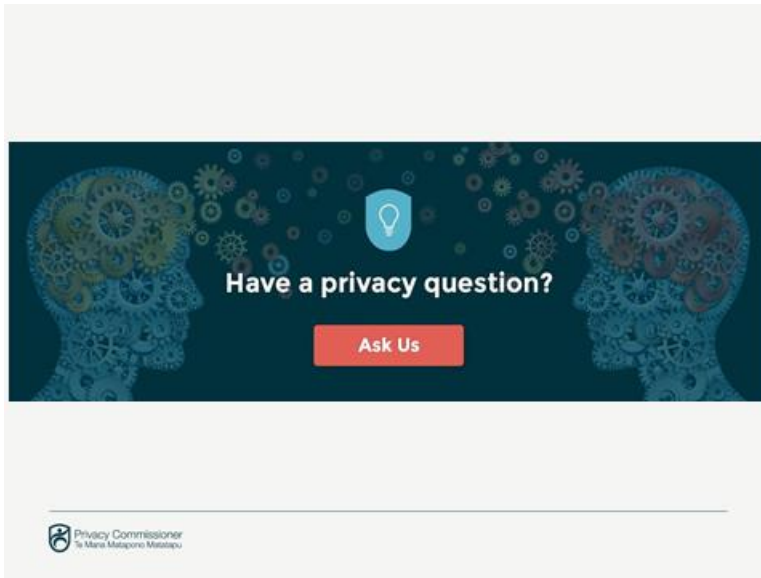
- c. Please explain why you think the initiative deserves to be recognised by an award (no more than 200 words)

The initiative is a double-pronged approach to answering public enquiries. Call centre staff refer to AskUs as a starting point. Call centre staff only refer the caller through to OPC staff if they cannot find a satisfactory answer on AskUs.

The range of answers available on AskUs is always growing, and so the resource is becoming more valuable over time.

Because call centre staff (and OPC staff) rely on AskUs to provide an answer, we can be confident as an organisation that we are giving high-quality and consistent privacy guidance to the public.

- 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):

<https://www.privacy.org.nz/further-resources/knowledge-base/>

- 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):