

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: Information Commissioner's Office

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. Innovation
- c. People's Choice

4. Description of the initiative

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

Your Data Matters

It's only through increasing public trust and confidence, that the potential of personal data will be unlocked.

For the public to have trust and confidence, they first need to understand the rights they have and the obligations that organisations have.

'Your Data Matters' is a long-term education campaign to help the UK public understand both the rights they have regarding their personal information and also the obligations that organisations have to look after it properly.

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

Background

The campaign resulted from an ICO-led collaboration with a number of leading UK organisations who either process significant amounts of personal information themselves, (e.g. RBS, Barclays, Sainsbury's, BBC) or take a lead role in influencing others who do (e.g. Direct Marketing Association).

Objectives

To increase the levels of trust and confidence that the UK public have in organisations who retain and use their personal information. The base line research for this objective showed that only 21% of the UK public trust organisations with their personal information and even fewer, just 8%, know how it is being shared.

To ease the burden on public and private sector organisations having to create their own materials and to ensure they all communicate a coherent and consistent message directly to their customers.

The Campaign

The slogan 'Your Data Matters' encapsulates that data matters to everyone:

- to people, if they are to be protected and also experience the benefits of a data driven world;
- to the organisations processing data; and
- to government who want to ensure effective regulation.

The logo is inspired by the toggle switches commonly used on mobile phones to represent control and data being turned on and off. The stars of the campaign are a family of characters illustrated by finger-print faces to represent personal information.

Real life scenarios are used that the public can immediately relate to. Our partners were keen that these positively explain data sharing and rights rather than just be about the regulator's big stick. Important though that is for the campaign to have authority.

We tested the slogan, the logo and the finger print characters in comprehensive UK-wide research. Following a very positive reaction, we produced a number of 'off-the-shelf' materials such as adverts, social media content and leaflets.

Organisations can download the resources from the ICO's website and use as they wish to communicate with their customers about their rights.

<https://ico.org.uk/for-organisations/resources-and-support/your-data-matters-campaign/>

For direct communication with the public, we have developed films and scenarios that explain their rights through engaging scenarios. <https://ico.org.uk/your-data-matters/>

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

Scope and relevance

This campaign has longevity with numerous opportunities for further development. We will update the materials with scenarios that connect directly back to every ICO announcement for at least two years (eg fines, new guidance, audits, trend reports). Each time the Your Data Matters fingerprint family will come to life and make the news relevant for the public.

Audience reach

Through this collaborative approach, the ICO, without a vast budget, will reach members of the public directly and ensure that they receive coherent and consistent messages.

The campaign is essential not only to the leading organisations we collaborated with, but also any small and medium sized organisations who want increase their customer's confidence in them but need help to do it.

The UK's National Health Service are an early adopter of the campaign and have used the material on over a million posters for GP surgeries and individual letters to patients.

Authority

By inviting organisations to partner with the regulator (ICO) we are ensuring that they commit to high standards of data protection. Our involvement gives the campaign materials more authority but also means the organisations are effectively asking the regulator to bear witness to their data protection commitment.

- 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):

Three images are included as attachments.

- 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):

1. Your Data Matters for organisations:

<https://ico.org.uk/for-organisations/resources-and-support/your-data-matters-campaign/>

2. Your Data Matters for the public:

<https://ico.org.uk/your-data-matters/>

- 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):

The NHS issued this flyer to every GP practice in the UK and sent separately to over 1.2 million UK citizens

