

ICDPPC Global Privacy and Data Protection Awards

2019

Entry Form

Deadline 29 July 2019

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 July 2019.

Note: ICDPPC member authorities can submit as many entries as they wish, but a separate form should be used for each different entry, submitted by the deadline of 29 July. Languages: the conference documentation rule 6.2¹ applies:

1. **Contact details for this entry:**

- a. Name and email address of person completing this form:

Anne-Marie Cenaiko, Manager, Public Education and Outreach

Anne-Marie.Cenaiko@priv.gc.ca

- b. Name of Data Protection or Privacy Authority:

The Office of the Privacy Commissioner of Canada

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** you wish to enter (delete those that do not apply; you can enter multiple categories but please use separate forms for each entry):

- a. **Education and public awareness**

4. **Description of the initiative**

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

Our office produced the *Know Your Privacy Rights!* poster to support its Data Privacy Day messaging, which focused on protecting, understanding and exercising privacy rights. The poster was available on our website to download and was also provided to individuals and organizations to help promote privacy. The intention was to create a visually appealing, easily understandable poster to raise Canadians' awareness of their privacy rights.

¹ 6.2 Conference documents

Without prejudice to section 4.2, conference documents, including accreditation and observer applications may be submitted in English or in another language. In the latter case, the documents shall be accompanied by an English version. Members with the ability and the resources to do so are encouraged to translate proposed resolutions and other conference documents such as the Conference Rules and Procedures.

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

The poster was intended to complement a Data Privacy Day op-ed article by Commissioner Therrien and a social media graphics campaign. They worked hand-in-hand to reinforce our office's message.

While the op-ed conveyed a high-level message (privacy plays an important role in protecting fundamental rights and values, including freedom and democracy), the poster and a complementary social media campaign had a simpler goal — to promote the awareness of privacy rights (which were the core of the op-ed's message) and how to exercise them.

The poster was created as one of our Data Privacy Day resources and to support our broader message for that annual observance. We designed the poster so its message would remain relevant long after Data Privacy Day, and indeed so it would be a standalone resource that could be used afterward, or to be used in conjunction with other awareness campaigns.

The social media graphics were designed to have the same look and feel as the poster and to help promote it.

In the week leading up to January 28, our office promoted our Data Privacy Day page with the poster.

The potential reach for the Data Privacy Campaign, including the op-ed, poster and social media content, was 6,818,000—a considerable amount for a country of Canada's population and far-exceeding the expectations for the project.

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

Our *Know Your Privacy Rights!* poster deserves to be recognized with an award as an example of how to simplify a complicated subject into an easy-to-understand message for the general public with a high level of resonance. In short, an exceptional return on a modest investment.

It also demonstrates the effective work our Office is doing to narrow the gap between how concerned Canadians are about privacy and their knowledge of their rights.

For example, our [2018-19 Survey of Canadians on Privacy](#) shows 92% of respondents are concerned about the protection of their privacy. However, only 64% rated their knowledge of their privacy rights as good (50%) or very good (14%). That result is unchanged since 2016, the last time we conducted our survey.

The vast majority of Canadians appear concerned about privacy but acknowledge they need to know more about their rights. Our poster is an accessible, easy-to-understand resource that raises awareness of privacy rights. Although it was prepared as part of our Data Privacy Day 2019 material, the poster represents a multi-purpose evergreen product that we are now able to use in conjunction with other awareness campaigns or

as a standalone piece to be posted periodically to Twitter or other social media sites on an ongoing basis.

- d. Include a photograph or image if you wish (note this will be published with your 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):

Français: <https://www.priv.gc.ca/fr/sujets-lies-a-la-protection-de-la-vie-privee/votre-droit-a-la-vie-privee/ypr-affiche/>

English: <https://www.priv.gc.ca/en/privacy-topics/your-privacy-rights/ypr-poster/>

- 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):