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 6.2[1] applies:

1. **Contact details for this entry**:
   a. Name and email address of person completing this form: ███████████████████
   b. Name of Data Protection or Privacy Authority: **Data Protection Authority of the Canton of Zurich, Switzerland**

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):

   > Aiming to support Kindergarten pupils in developing a mind-set enabling them to live self-determined in the digital world, the Data Protection Authority of the Canton of Zurich cooperated with Zurich University of Teacher Education in creating educational resources. Various didactic approaches let the children experience reasons why some information needs to stay secret, which information is personal and which should be shared with a confidant. The resources are integrated in the teaching education courses and available as a free e-book.

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

   > Children get involved with the digital world early in their lives. When they get lessons on media literacy at the age of 10 years, they tend to say: It's too late, we have already published a big share of our personal data. Furthermore, technology is changing fast and situational guidance on what to do is often outdated before it gets into the classroom.

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[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.

Together with experts in media education and digital learning at Zurich University for Teacher Education, the Data Protection Authority of the Canton of Zurich developed educational resources aiming at providing children with the right mind-set to tackle any new situation involving privacy issues rather than at how to behave in defined situations. They experience why privacy matters and what happens when privacy is not protected. They understand which information they need to keep for themselves and which they need to share with somebody they confide in. They learn to distinguish personal, half-public and public information and to assign them to the right environment (e.g. family, school square, social media).

To assure a sustainable impact on children's attitude, the emphasis lies on close to real life experiences. Therefore, various pedagogic and didactic approaches were chosen e.g. an animated film where they experience the impact of a privacy violation, a look-and-find picture where they can find different secrets and decide in discussion when to keep this secret or to share it, collage workshops where the children learn what personal information pictures convey even when they seem to be safe to share.

The different methods applied offer teachers the possibility to employ the resources in different school subjects, which strengthens the impact as the pupils notice how privacy protection affects all parts of their lives.

The resources are published as a free e-book that can be utilized by anyone. The cooperation with the Zurich University of Teacher Education assures integration of the resources into school practice. From 2019 on, all kindergarten level students use the e-book in their studies.

Resources for pupils older than 9 years are being developed during the next two years.

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

- This educational e-book is the first of its kind aimed at children of the age of 4 to 9 years.
- The teaching material solves the challenge of making the abstract and complex concept of privacy protection easy to grasp for children in the kindergarten age. Children experience the necessity of privacy protection and understand their role in protecting their own privacy and the privacy of their environment.
- The teaching resources support the children in developing a mind-set to decide in a self-determined way whenever they are exposed to a new situation. It doesn't focus on giving guidance on how to behave in defined situations, therefore the content is not getting obsolete by the fast pace of technological developments.
- The use of different pedagogic and didactic approaches gives teachers the opportunity to integrate the material in different school subjects.
- The use of different methods illustrates the significance of privacy protection in all circumstances.
- The cooperation between the Zurich Privacy Commissioner and the Zurich University of Teacher Education assures the integration of the resources into the actual lessons in the classrooms. Teachers in training are using the e-book in their education.

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):

Geheimnisse
sind erlaubt

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://dsb.zh.ch/internet/datenschutzbeauftragter/de/aktuell/mitteilungen/2019/geheimnisse-
sind-erlaubt--lehrmittel-als-e-book-veroeffentlicht.html

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):

Zurich: Kindergarten kids to get data protection lessons
http://www.swissinfo.ch/eng/-good--and--bad--secrets_zurich--kindergarten-kids-to-get-data-
protection-lessons/44717432
Zúrich: curso de protección de datos en el jardín de niños
https://www.swissinfo.ch/spa/-buenos--y--malos--secretos_z%C3%BArich--curso-de-
protecci%C3%B3n-de-datos-en-el-jard%C3%ADn-de-ni%C3%B1os/44725590
Jardins de infância de Zurique vão ter aulas de proteção de dados
https://www.swissinfo.ch/por/crian%C3%A7as-digitais_jardins-de-inf%C3%A2ncia-de-zurique-
v%C3%A3o-ter-aulas-de-prote%C3%A7%C3%A3o-de-dados/44720988
チューリヒの幼稚園、データ保護を学ぶ授業をスタート
https://www.swissinfo.ch/jpn/%E5%96%84%E6%82%AA%E3%81%AE%E5%A2%83%E7%9B%AE%
E3%81%AF_%E3%83%81%E3%83%A5%E3%83%BC%E3%83%AA%E3%83%92%E3%81%AE%E5%B
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1%B6%E6%8E%88%E6%A5%AD%E3%82%92%E3%82%B9%E3%82%BF%E3%83%BC%E3%83%88/4
4731092
‫خرو زي:دروس في مجال حماية بيانات الـ شخصية الـ موجّهة فال ألأط‬
https://www.swissinfo.ch/ara/%D8%AD%D9%85%D9%84%D8%A7%D8%AA-
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%D9%87%D8%A9-%D9%84%D9%84%D8%A3%D8%B7%D9%81%D8%A7%D9%84-/44723156

瑞士：隐私保护从幼儿园做起

https://www.swissinfo.ch/chi/-%E5%A5%BD-%E7%A7%98%E5%AF%86%E4%B8%8E-
%E5%9D%8F-%E7%A7%98%E5%AF%86_%E7%91%9E%E5%A3%AB-
%E9%9A%90%E7%A7%81%E4%BF%9D%E6%8A%A4%E4%BB%8E%E5%B9%BC%E5%84%BF%E5%9
B%AD%E5%81%9A%E8%B5%B7/44720836

Weltneuheit aus Zürich: Wie Fünfjährige lernen sollen, ihre Privatsphäre und ihre Daten zu
schützen
https://www.nzz.ch/zuerich/datenschutz-in-schule-und-kindergarten-neues-zuercher-lehrmittel-
ld.1455016

Datenschutz für Vorschulkinder
https://tp.srgssr.ch/p/portal?urn=urn:srf:video:d4828125-773f-419d-b7fe-
6151237244c7&autoplay=true&legacy=true&width=640&height=360&playerType=

Datenschutz muss gelernt werden
https://www.srf.ch/play/radio/popupaudioplayer?id=b82efa27-ca5d-4c61-bf57-a2f79998c945

Lehrmittel zum Thema Datenschutz: Geheimnisse sind erlaubt
https://phzh.ch/de/ueber-uns/Organisation/Prorektorat_Ausbildung/abteilung-studierende-und-
querschnittsaufgaben/bereich-digital-learning/Realisierte-Projekte/#e-book-zum-thema-
datenschutz

Von Kindesbeinen an selbstbestimmt digital unterwegs
https://dsb.zh.ch/internet/datenschutzbeauftragter/de/aktuell/medienmitteilungen/2019/von-
kindesbeinen-an-selbstbestimmt-digital-unterwegs-.html