

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: [REDACTED]
- b. Name of Data Protection or Privacy Authority:European Data Protection Supervisor (EDPS)

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):

Comic book: The Cartoon Introduction to Digital Ethics

A comic book on the relation between individuals and new technologies on the need of an ethical approach to innovation in data driven life.

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

The comic book was born of an idea by Giovanni Buttarelli, the European Data Protection Supervisor (EDPS). He wanted to provide a friendly and attractive guide to citizens for them to easily approach data protection, privacy and ethical challenges in the digital era.

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.

Our aim was to make people think about themselves and to the growing dependence between humans and technologies, which are more and more bound to each other.

In the year of Cambridge Analytica and fake news, are citizens still in full control of their lives and decisions? How much democracies are at stake in this context?

The main message to the public is: "Your data is you: behave in the digital world as you would in the real world!"

We are aware of how much new generations, millennials in particular, love to use social media and online services. They are the most vulnerable individuals in this context and the aim is to try to make them understand how important their online lives are. The challenge for the next years will be to preserve human dignity against personal data being used as a currency and sold as a product.

The Information and Communication team started discussions with Supervisor Buttarelli early 2018 to work on the book for about 9 months. We started well in advance to be on time to present the editorial product at the 40th International Conference of Data Protection and Privacy Commissioner of October hosted by the EDPS. The result is a booklet of 22 pages.

With the help of the experts in house, we managed to put in writing a briefing containing the overview, the purpose and the aim of the comic book. In the following months, we stayed in contact with the two authors, Yoram Bauman and Grady Klein, who were preparing the script; we worked hard to adapt it in a form which was easily accessible to general public, regardless of their age and background, but still maintaining all the principles we had in mind.

Source: https://edps.europa.eu/press-publications/comic-book_en

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

The EDPS has provided an easily accessible and modern tool for people to develop insights on their approach towards new technologies.

The continuous evolvement of technologies are shaping the world we live in much faster than expected. New generations are not the only affected by these changes, on the contrary, studies show that older generations, less used to the Internet and its risks, are at least equally exposed.

The EDPS has called for a reflection of an ethical approach towards technology developments, not because evolution and improvements have to be stopped, but because we believe that individuals' rights come first, and technology should put human rights at the very centre of its development.

The comic book has been designed to be easily accessible to the majority of the audience, no matter of the background, nationality or age. Each reader can develop his own point of view on such matter.

Since its presentation in October 2018, the EDPS has been contacted by schools in member states, other EU institutions, citizens and Members of the European Parliament to have copies to be distributed to the audience.

We believe that the comic book may be eligible for running in the award for education and raising awareness category as an innovative approach in pursuing good administration purposes.

- 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):in attachment: comic_book_cover.jpg

- 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://edps.europa.eu/press-publications/comic-book_en

- 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):
 - Finalist in Communications excellence category at the European Ombudsman Awards for good administration <https://www.ombudsman.europa.eu/en/event-document/en/115700>