

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: **Data Protection Commission, Ireland**

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):

In January 2019, the Data Protection Commission (DPC) launched a special public consultation to give children and young people the opportunity to have their say on issues around children's data protection rights in a social media context. The DPC created a dedicated lesson plan on personal data and data protection rights, and invited every school and Youthreach Centre in Ireland to participate in this consultation through the delivery by teachers of this unique lesson plan.

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

The aim of the DPC's public consultation and lesson plan materials is to promote broad awareness of children's data protection issues, as per Article 57 of the GDPR, and to drive

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.

higher standards of protection across all sectors where children's personal data is processed. Furthermore, the DPC wanted to respect the fundamental right of children under Article 12 of the UN Convention on the Rights of the Child to express their opinion on issues that affect them and we were excited to give children and young people the opportunity to have their say on matters that relate specifically to them.

The DPC liaised with experts in the field of child safety and child protection, such as the Irish Ombudsman for Children's Office², Special Rapporteur on Child Protection Dr Geoffrey Shannon, and CyberSafelreland³ to discuss the best and most appropriate methods for consulting with children on these important issues.

The DPC created a unique pack of teaching materials, which aim to help teachers to explore with their students the concept of personal data and data protection rights (e.g. the right to be informed, access and erasure) in the context of using a fictitious social media app called *SquadShare*⁴. This, in turn, enabled students to contribute to our public consultation by providing their opinions on key issues.

The lesson plan pack included: (1) A video message from Commissioner for Data Protection, Helen Dixon, explaining why the DPC was running this consultation and how students could get involved, (2) a Quick-Start Guide to Data Protection for Teachers, (3) a 2-hour lesson plan with 3 different activities and discussion points tailored to 3 different age groups, (4) a lesson plan slideshow, and (5) a set of 6 PDF feedback posters that teachers could use to record the opinions of their students in response to the questions set out on the posters.

The DPC has published a report on this child-focused consultation in the form of a thematic analysis of all feedback from children and young people (link under Item (e) below), and this report will be followed by substantive guidance.

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

The DPC has created an innovative lesson plan, which educates children about their data protection rights. We rigorously tested the efficacy of these materials with the help of the Ombudsman for Children's Office, by coordinating three pilot workshops with groups of children across three different age groups.

With this tailored lesson plan, the DPC has given young people in Ireland the opportunity to have their voices heard about important data protection issues that affect them directly, and the DPC is unique in this regard. As far as we are aware, we are the only international Data Protection Authority to have consulted with young people on data protection issues by reaching out directly to every single school and Youthreach centre in the country (approx. 4000 schools in Ireland) to invite them to participate in our consultation.

In total, we heard from approximately 1200 children across Ireland and received very positive feedback from teachers who found the lesson plan materials to be "very worthwhile" and "so

² The Ombudsman for Children's Office is a statutory, independent office established under the Ombudsman for Children Act 2002 and is responsible for promoting the rights and welfare of children and young people up to 18 years old.

³ CyberSafelreland is an Irish, not-for-profit organisation that works to empower children, parents and teachers to navigate the online world in a safe and responsible manner.

⁴ Created specially by the DPC for this consultation, *SquadShare* is an app for hanging out with friends, playing games, sharing photos and creating videos.

informative and insightful”, stating that their students were “very animated and interested throughout” and “thoroughly enjoyed completing these lessons”.

Our consultation initiative has also been highlighted by the ICDPPC Digital Education Working Group (DEWG) as a core international initiative being carried out in line with Action 2 of the DEWG’s Action Plan, namely “Awareness-raising on the exercise of digital rights by the children themselves”.

- 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):



Image 1: Our lesson plan pack, slides and feedback posters



Image 2: Screenshots from our fictitious app “SquadShare”, created specially by the DPC



Image 3: “Some stuff you just want to keep private!” – Our preliminary report on the feedback and high-level trends from the DPC’s child-focused public consultation

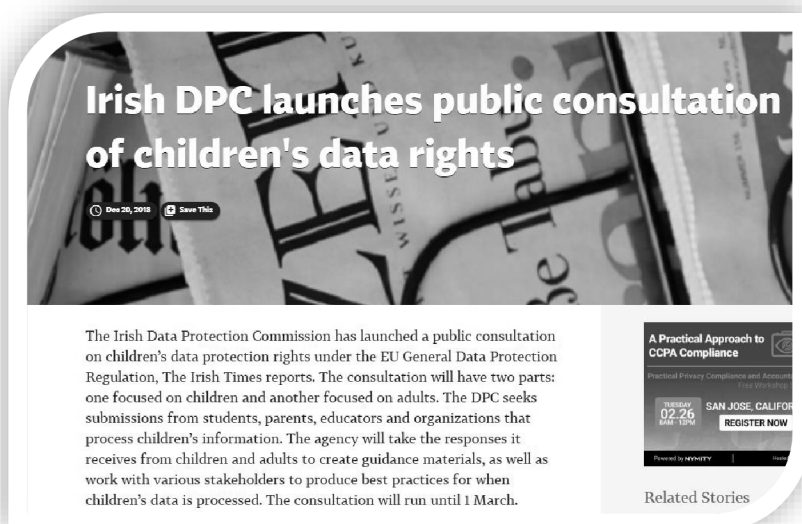
- e. Please provide the most relevant link on the authority’s website to the initiative (if applicable) (The website content does not need to be in English):
- **Lesson plan materials** (also attached to email):
<https://www.dataprotection.ie/en/news-media/know-your-rights-and-have-your-say-stream-two-dpcs-public-consultation-processing>
 - **Preliminary thematic analysis of feedback from children and young people** (also attached to email): <https://www.dataprotection.ie/en/news-media/public-consultation/some-stuff-you-just-want-keep-private-preliminary-report-stream-ii>
- 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):

Our consultation initiative received extensive media coverage in both print and online media:



1. Report in major Irish publication *The Irish Times*:

<https://www.irishtimes.com/news/ireland/irish-news/schools-to-be-asked-views-on-children-s-data-protection-rights-1.3737024>



2. Article on the International Association of Privacy Professional's website:

<https://iapp.org/news/a/irish-dpc-launches-public-consultation-of-childrens-data-rights/>

Children understand data protection better than adults, says Dixon



Helen Dixon: Hopes to stay on after her term ends in September. Photo: Collins



Ellie Donnelly
May 20 2019 2:30 AM



Children have a better grasp of data protection than adults, according to the country's Data Protection Commissioner, Helen Dixon.

3. Report in major Irish publication *The Irish Independent*:

<https://www.independent.ie/business/technology/children-understand-data-protection-better-than-adults-says-dixon-38127482.html>

Irish Politics International Voices Family Culture Tech Business Brexit My Feed

Tags # CHILDREN # DATA PROTECTION # GDPR

Public consultation on children's data protection rights will begin next week

Public consultation will allow parent groups and child welfare organisations to make submissions.

Dec 14th 2018, 5:11 PM 6,285 Views 12 Comments

Share 28 Tweet Email 1

THE DATA PROTECTION

Commission will begin public consultation on the processing of children's personal data and their data protection rights under GDPR next week.

The General Data Protection Regulation (GDPR) came into effect in May. The EU's all-encompassing data regulation gave citizens heightened control over their own personal data.

Fine Gael Senator Catherine Noone described today's public consultation announcement as "a welcome step" aimed at fully protecting children's data.



File Photo
Image: Shutterstock/Dimity Tishchenko

4. Article in prominent Irish online publication *The Journal*: <https://www.thejournal.ie/public-consultation-on-childrens-data-protection-rights-will-begin-next-week-4396851-Dec2018/>

Our consultation and lesson plan also received considerable pickup on social media, with our message achieving the following metrics:

- Almost a quarter of a million impressions
- 3000 engagements
- 830 direct clicks to the DPC's website



1. Tweet by Webwise, the Irish Internet Safety Awareness Centre which is co-funded by the Department of Education and Skills and is co-financed by the European Union's Connecting Europe Facility.



Tweet by CyberSafeIreland, a prominent Irish not-for-profit organisation that works to empower children, parents and teachers to navigate the online world in a safe and responsible manner