

COMMUNIQUE

MESSAGE FROM THE SECRETARIAT

SPECIAL AWARD ENTRIES ISSUE: EDUCATION AND ADVOCACY

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FRAMEWORK
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SPECIAL POINTS OF INTEREST:

Entries from Poland, Hungary,
Hong Kong, Mauritius, Albania, Morocco, Philippines,
UK, Israel, Canada,
Mexico, Italy,
France, Canada,
Norway, Mali, Uruguay, EU, USA,
Spain and Ireland

Education and advocacy entries

A massive 46 entries were received for the third category in the ICDPPC Global Privacy and Data Protection Awards Education and advocacy.

This great effort can probably be credited in part to the sterling work, led by the CNIL, in the Digital Education Working Group (DEWG) undertaken over several years. The DEWG has created tools for authorities to make their efforts in digital education available to peers and helped instil a culture of sharing experience in that space.



This category of the awards supports the Conference's 2016–18 strategic priority 'to develop new and better ways to collaborate to develop, and share results of, education and research efforts.'

The entries are far too numerous to summarise in detail. To highlight a few aspects it was encouraging to see:

Multi-stakeholder initiatives: e.g.
 ARCADES Project, a fund to support
 NGOs, collaboration with other
 statutory officers (e.g. Child advocate),
 shared poster for participants in
 Privacy Awareness Week, Personal
 Data Competency Framework for
 School Students.

- Use of technology and multimedia: e.g. online privacy education modules, a funded music video, contest for best YouTube video, online self-assessment tools, smartphone app, series of awareness raising videos, themed website, animated data protection principles, one-stop shop online help resource, training resources integrated across range of media, effective use of social media.
- Schools: e.g. teacher resources, student ambassadors, training sessions for high school students.
- Intensive resources: e.g. a 5 day 'winter school', a legal text book.
- In person events: e.g. new conferences, DPO network opportunities
- Easing use of regulation: e.g. modular security regulation, guidance on particular aspects (e.g. secure erasure, posting children's photos online), tools and tips, guides to help legislators (e.g. local councillors), workbooks.
- Revisiting existing resources: e.g. improving materials previously distributed to schools.
- Fun: e.g. educational competitions.
- Supporting innovation: e.g. the LINC project.
- Making connections between DPAs roles: e.g. targeting advocacy as a result of audits.
- Effective use of news media: e.g. to release findings of a major investigation.

Any authority lacking ideas for new education and advocacy initiatives would have no trouble finding inspiration amongst these entries.

Blair Stewart — ICDPPC Secretariat

SPECIAL AWARDS ENTRIES ISSUE: EDUCATION AND ADVOCACY

This is the third of 4 special issues of the ICDPPC Secretariat newsletter outlining more than 90 entries to the inaugural ICDPPC Global Privacy and Data Protection Awards. This issue focuses upon education and advocacy. The last special issue will feature the use of online tools.

In each special issue you can read summaries of initiatives taken by member authorities that have been entered into competition. The ICDPPC Executive Committee Chair will be judging the entries over the coming months with the results being available in time for this year's annual meeting in Hong Kong in September.

You too can be involved as we are making arrangements to enable staff at member

authorities to cast online votes for the 'people's choice awards'. Details of how to cast votes will be released in June so watch this space! Use these special newsletters to identify your favourite entries.





- During 2016 or 2017 has your DPA:
- Been creative in your public communications?
- Taken initiatives to introduce data protection awareness into school curricula?
 Targeted training at particular industries or sectors?
- Targeted training at particular industries or sector
 Developed new educational tools?
- Partnered with other stakeholder in advocacy initiatives?
- initiatives?
 Or done something else creative or innovative in education

and advocacy?

If the answer is yes: you should enter the ICDPPC awards ...

Open to ICDPPC member authorities Deadline: 21 April 2017

AWARD ENTRIES: EDUCATION AND ADVOCACY

C1: Online privacy education modules (New Zealand) [non-competitive entry]



Online privacy education modules which are free and accessible to anyone with a computer.

C2: ARCADES Project – Introducing dAta pRoteCtion AnD privacy issuEs at schoolS in the European Union (Poland)



ARCADES Project – Introducing dAta pRoteCtion AnD privacy issuEs at schoolS in the European Union

The Project's aim was to introduce at schools in the EU the data protection and privacy issues in order to shape informed and responsible attitudes towards data protection and privacy among school children and teens (6-19 years old). The publication with the unified set of teaching

aids including data protection principles, lessons' scenarios and other materials was prepared.

C3: "Your data -your concern". Effective protection of personal data. Educational activity addressed to students and teachers (Poland)



"Your data -your concern". Effective protection of personal data. Educational activity addressed to students and teachers

The aim of the programme is to expand the educational content related to the protection of personal data and the right to privacy offered to primary, middle, high schools and the centres for teachers' vocational training. Two-day training as well as educational materials are provided for teachers, empowering them to conduct lessons devoted to data protection and privacy issues.

C4: "Key to the world of the net!" (Hungary)

The Hungarian DPA has published a study "Key to the world of the net!" on the safe and conscious internet use of children (age: 10-16) to contribute to the appropriate and

The Hungarian DPA published a study "Key to the world of the net!" on the safe and conscious internet use of children to contribute to the appropriate and comprehensive analysis of the topic from a primarily but not exclusively data protection perspective in 2013.



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AWARD ENTRIES: EDUCATION AND ADVOCACY (CONTD.)



comprehensive analysis of the topic from a primarily but not exclusively data protection perspective in 2013. The second, updated edition in 2016 added new results and new topics to the study (e.g. online linguistic profiling). The study is for adults who are either professionals working with children (e.g. teachers, child-care workers etc.) or who are simply interested in the new phenomena of this world (mostly parents). The handbook is accompanied with a colourful and easy-to-understand leaflet aimed for minors.

The Hungarian DPA also produced a privacy video with a popular pop-singer which was the central element of an awareness raising campaign running in the public media in Hungary. The study was translated to English and French and the video was also produced in English.

C5: A comprehensive guidebook entitled "Personal Data (Privacy) Law in Hong Kong – a Practical Guide on Compliance" (Hong Kong)



A comprehensive guidebook entitled "Personal Data (Privacy) Law in Hong Kong – a Practical Guide on Compliance"

The book is written with a view to explaining the conceptual, legal and practical frameworks of personal data privacy protection in Hong Kong, in the hope that readers, whether professionals or otherwise, will find it user-friendly to delve into the most relevant statutory provisions for their need or interest in the topics.

C6: Fundamentals on data protection (Mauritius)



'Fundamentals on Data

Protection' is a resource for teachers in primary schools to educate students on the fundamentals of protecting their personal information.

C7: Data Protection for secondary education (Mauritius)



'Data Protection for secondary education' to raise awareness in the field of data protection among young people.

C8: "Information and Privacy" Winter School (Albania)



The Information and Data Protection Commissioner in cooperation with Tirana University organised the first edition of "Information and Privacy" Winter School which was held on 23 – 27 January 2017. It was attended by 60 participants. During these 5 days, students were trained by the staff of the Commissioner with regard to the most important topics on the right to information and privacy protection. The "Information and Privacy" winter school was accredited by the Ministry of Education.

C9: Supporting NGOs to disseminate privacy and personal data protection culture (Morocco)

The CNDP has launched a call for expressions of interest to select NGOs' projects dedicated to disseminate privacy and personal data protection culture.

"Information and Privacy" Winter School trained students on most important topics on the right to information and privacy protection.



AWARD ENTRIES: EDUCATION AND ADVOCACY (CONTD.)



Several selection criteria have been taken into account such as the capacity of the organisation, project relevance and cost effectiveness.

It is noted that the dedicated budget was 100 000 MAD and the maximum duration of the project realisation was for 4 months.

C10: Comic book for children on privacy issues (Morocco)



This comic book for children, highlights three cases on privacy issues:

- Sharing data impacts on social network;
- · Consent and right to object principles;
- · Phishing over junk emails.

This comic book is available in two languages (Arabic dialect and French).

C11: National Privacy Award "Koun3labal" (Morocco)



National Privacy Award, called "Koun3labal" which means, "Be aware". This prize has rewarded the best works of young Moroccan YouTubers made to promote privacy and personal data protection culture.

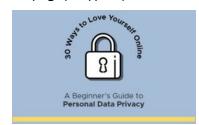
C12: First ever data privacy summit in the Philippines (Philippines)

Privacy.Gov.PH - Government at the



Forefront of Protecting the Filipino in the Digital World is the Philippines' first data privacy summit, held last December 5-6 at Novotel Manila. With over 250 attendees from government agencies and civil groups, it provided a venue for state institutions to familiarise themselves with the fundamentals of data privacy, the Data Privacy Act, and its IRR.

C13: Online information and education campaign (Philippines)



The National Privacy Commission's online information and education campaign utilises social media to maximise its limited resources and reach as many people as possible by providing compelling content to raise awareness, elevate public discourse, and ensure that every Filipino understands their right to data privacy, and to hold accountable those who violate it. They are some of the Commission's most potent tools in achieving its goal of building a culture of privacy in the Philippines.

C14: Data Protection self-assessment for SMEs (UK)



For organisations, particularly small and medium sized enterprises, to quickly and easily assess their compliance with the Data Protection Act in a range of areas, and get targeted guidance on what they can do to improve.

Comic book for children focuses on sharing data impacts on social network; consent and right to object principles; and phishing over junk emails.



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C15: "Data Security Draft Regulations" (Israel)



During the years 2016-2017 ILITA drafted and promoted the "Data Security Draft Regulations" to determine the principals of data security that must be implemented in database management activities. The principals are compatible with international standards. ILITA was successful in convincing the Israeli Knesset to adopt the suggested mechanisms and the Knesset enacted the regulations on March 21st, 2017, that apply to the public and private sector

Following is a short description of the obligations prescribed by the regulations:

- Mechanisms for physical and logical security
- Developing work procedures in organisations to ensure data protection
- Inner evaluation and classification processes to determine the sensitivity of the data processed by the organisation (low, medium and high), and applying appropriate safeguards according to the level of sensitivity.
- Reduced duties for individuals (as opposed to organisations) who process personal information.
- · Breach notification.

C16: Educating stakeholders about the duty to report child abuse and neglect (OIPC Ontario, Canada)



Health providers, police, teachers and social service workers sometimes refuse to provide information to child protection workers when they suspect a risk of harm to children. They often do not report this information because

they mistakenly view Ontario's privacy laws as a barrier to such disclosures. The OIPC collaborated on a resource to clarify this and other misunderstandings about privacy and to educate professionals on their duty to report this critical information under the law.

C17: Challenge "Value your personal data" (INAI, Mexico)



The contest entitled **Challenge "Value your personal data"** (Reto "Valora tus datos personales") convened the Mexican developer community to create a smartphone application able to analyse the risks of providing personal data, in order to create awareness among citizens of the importance of protecting their personal information in a didactic and tangible way.

C18: Guidance on Personal Data Secure Erasure (INAI, Mexico)





The initiative consisted of the creation of guidance directed to data controllers from the public and private sectors, on methods and techniques for suppression of information, in accordance with international standards and best practices. This document was published in digital and printed format.

C19: The First Philippine Data Protection Officers' Assembly – DPO1 and National Privacy Commission Website (Philippines)

Serving as an initiative on compliance and enforcement as well as on education and advocacy, the National Privacy Commission (NPC) has organized DPO1: The First Philippine Data Protection Officers' Assembly for government on April 5, 2017.

Guidance on personal data secure erasure is directed to data controllers on methods and for suppression of information, in accordance with international standards and best practices.



AWARD ENTRIES: EDUCATION AND ADVOCACY (CONTD.)



In just over a year following its establishment, the NPC was able to convene representatives from 295 government agencies through DPO1 and secure their compliance to designate data protection officers (DPOs). The NPC also launched its official website during the event.

C20: "Privacy-Proof School 2.0" (Italy)



In 2016 this authority worked on a project aiming at strengthening the campaign carried out by our DPA in 2014-2016 – addressed to young people for a safer and responsible use of social media. With the re-opening of schools in autumn 2016 a vademecum "Privacy-Proof School 2.0" aiming at providing both students and educators with relevant information on privacy protection principles to be applied in schools has been delivered to more than 69,000 schools.

C21: Educational video series – Digital Footprints and Be Smart Online (Hong Kong)



Educational video series – Digital Footprints and Be Smart Online

Two series of educational video were launched in 2016 and 2017 respectively,

aiming to explain the importance of respecting personal data privacy of others and the privacy risks associated with digital footprints, as well as providing general advice on use of information and communications technology, in a humorous and lively way by using fictional characters. The videos are also uploaded on social media platforms for reaching the wider audience.

C22: PAW Educational Posters (Hong Kong)



PAW Educational Posters

To echo the theme of Privacy Awareness Week 2016 ("PAW 2016"), the Privacy Commissioner for Personal Data, Hong Kong (PCPD) specially designed four posters covering topics on children privacy, phone scam, privacy setting and sending emails to convey the messages of protecting own personal data and respecting those of the others in daily life. These downloadable posters are provided to the public as well as Asia Pacific Privacy Authorities (APPA) members.

C23: Student Ambassador for Privacy Protection Programme (Hong Kong)



The PCPD strives to promote privacy awareness in the community, in particular the young generation. The Student Ambassador for Privacy Protection Programme is an annual campaign and one Privacy-Proof School
2.0 is aimed at
providing both students and educators
with information on
privacy protection
principles.



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of the PCPD's flagship programmes since 2011. Through organising interactive interschool competition and campus promotions, secondary school students are encouraged to learn the importance of protecting personal data privacy and share their experience among peers.

In order to enhance the Programme's sustainability and significance to schools, and to recognise the efforts of participating schools, the PCPD has introduced a "School Partner Recognition Scheme" in 2016. A list of criteria has been set (e.g. organise stall games, hold seminars on campuses, etc.). Schools which meet these criteria would be awarded with Bronze, Silver and Gold honours as appropriate. Participating schools would become PCPD's "partner schools". The school would be offered the use of a special logo or signature of the scheme in recognition of their efforts in promoting personal data privacy protection on campus.

In addition to the "School Partner Recognition Scheme", an interschool TV advertisement competition was organised under the Programme in 2016. About 700 secondary school students from 62 secondary schools took part in the interschool TV advertisement competition by looking into the privacy issues they came across in everyday life and presenting their findings in the form of a TV news feature.

C24: "Be SMART Online" Thematic Website Enhancement (Hong Kong)



To enhance both the content and accessibility of the "Be SMART Online" thematic website of the Privacy Commissioner for Personal Data, Hong Kong ("PCPD"), a website enhancement project was carried out in 2016/17 to incorporate more detailed information and tips for protecting online personal data privacy. The

project has been completed with the launch of three new sections and a mini-site – "Think Privacy! Be Smart Online".

C25: "The Six Data Protection Principles under the Personal Data (Privacy) Ordinance" Animation (Hong Kong)



"The Six Data Protection Principles under the Personal Data (Privacy) Ordinance" Animation

This is the first animation produced by the Privacy Commissioner for Personal Data, Hong Kong. It introduces the key definitions under the Ordinance, such as "personal data", "data users" and "data subjects", and illustrates the entire life cycle of a piece of personal data. It also elaborates the six data protection principles (DPPs) that data users/controllers have to comply with.

C26: Competition for 18-25 years old students: "Trophées EDUCNUM" (France)



Competition for 18-25 years old students : "Trophées EDUCNUM"

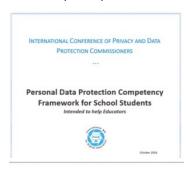
Young people develop many practices on the internet and social media but they aren't always aware of the risks for their private life and personal data. That's why the CNIL and the collective of stakeholders for digital education which is composed of more than 60 member structures organise in 2017 the third edition of a competition for students to raise awareness among young people on the proper use of the web.

Trophées EDUCNUM is a competition for students to raise awareness among young people on the proper use of the web.



AWARD ENTRIES: EDUCATION AND ADVOCACY (CONTD.)

C27: Personal Data Competency framework for School Students – Intended to Educators (France)



Personal Data Competency framework for School Students – *Intended to help Educators*

Because having citizens become informed and responsible actors in the digital era concerns urgently all countries without distinction, CNIL proposed to data protection authorities from the Digital Education Working Group to design a Competency framework for students specifically dedicated to data protection and privacy. It thus created a first and innovative common base of concrete and operational competences for dissemination and use in official study programs and training for educators, regardless of the particular discipline taught.

C28: Tools and tips for managing personal passwords safely (France)



At a time when many services now need a password to access them, and with data security under greater threat, the French Data Protection Authority is adopting a recommendation on passwords to guarantee minimum security in this respect. It is also providing businesses and citizens alike with practical tools: a password generator and a poster in French and in English to promote good practices!

C29: LINC, for Laboratoire d'innovation numérique de la CNIL is the new innovation and foresight tool of the CNIL (France)



LINC, for Laboratoire d'innovation numérique de la CNIL is the new innovation and foresight tool of the CNIL: a triple project based on: an online media; a physical space, where we can organise workshops, conferences and meetings with innovation actors (entrepreneurs, researchers, artists, writers); and a research and experimentation platform, to develop and test new tools for privacy.

C30: Access & Privacy Rules: A Councillor's Guide (Nova Scotia, Canada)



Access & Privacy Rules: A Councillor's Guide

Municipal councillors in Nova Scotia frequently have very limited knowledge of the access and privacy rules that apply to their municipalities. The OIPC Nova Scotia produced a plain language pamphlet that set out the essential access and privacy rules for councillors and addressed some of the errors commonly committed by municipal councils. The pamphlet was distributed to every councillor in Nova Scotia immediately after a recent province wide municipal election.

C31: Privacy Breach Management- Are You Ready? (Nova Scotia, Canada)

This year the OIPC Nova Scotia developed and delivered a workshop series entitled "Privacy Breach Management – Are You Ready?". The course was interactive, requiring participants to manage a series of breach scenarios. Using a privacy breach protocol template, participants developed their own privacy breach management protocol as part of the workshop. Participants were provided with a breach management workbook containing all of the

"Privacy Breach Management- Are You Ready?" contains all the essential tools for managing a privacy breach.



AWARD ENTRIES: EDUCATION AND ADVOCACY (CONTD.)



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essential tools for managing a privacy breach.

C32: "Good intentions" – images of children online (Norway)



"Good intentions" – images of children online

Today, children's development is fully documented, whether the children are with family or friends, at school, in kindergarten or taking part in leisure activities. The pictures are easily shared – even online – using digital tools, and it happens in an instant. However, there are many reasons to reflect on this practice. We wanted to raise awareness on the child's right to privacy through a seminar, new films and guidelines.

C33: New resources aimed at improving records management in the health sector (UK)



Health organisations handle some of the

most sensitive personal data and patients have the right to expect that their information will be looked after.

Our audits identified a worrying trend of weaknesses and failures in this area, including medical records being found in garages and lofts. We created a suite of specialist guidance and practical support to help improve the sector's records management culture.

C34: Training sessions for high school students and academics (Mali)



The Authority's contribution to digital education focused on:

- the organisation of training sessions for high school students and academics from Mali
- the candidates' knowledge check at the end of the training session
- the creation of a rubric called "digital education" on the Authority's website, which will centralise all activities carried out in this field, publications (articles, fact sheets)
- the sharing of the resolution adopting the reference framework for training pupils of education to the protection of personal data to the highest authorities of the country.

C35: "Your personal data worth, take care of them" (Uruguay)



"Your personal data worth, take care of them" is an educational proposal aimed at children, parents and teachers that introduces personal data protection through a holistic view.



AWARD ENTRIES: EDUCATION AND ADVOCACY (CONTD.)

"Your personal data worth, take care of them" is an educational proposal aimed at children, parents and teachers that introduces personal data protection through a holistic view. It is developed under two lines of action: (1) Technical training for teachers and tools that are used in classrooms. (2) A contest for children in which they use the theme to develop creative proposals and at the same time are emerging as agents of social change.

C36: EU Data Protection mobile app (EDPS, European Union)

EUROPEAN DATA PROTECTION SUPERVISOR
MOBILE APP



EU Data Protection mobile app

The EU Data Protection mobile app was an in-house exercise at the EDPS, involving all data protection and communication units. The app has been considered as a real novelty, representing an innovative and informative way in which to promote and improve the legislative process, especially in relation to the important topic of data protection.

The app was also a useful tool during the trilogue phase of negotiations on the General Data Protection Regulation (2015-2016). It allowed users to easily compare the proposed texts from the Commission, the Parliament and the Council alongside EDPS recommendations. The app was updated in July 2016 with the final texts, to allow transparent comparison with previous legislation.

The EDPS wants data protection to go digital. Technology continues to develop and data protection must develop with it. By creating the app we were able to increase the transparency of the legislative process for all those interested, inside and outside the EU, whilst embracing technological change.

C37: IdentityTheft.gov (USA)

The FTC launched the enhanced IdentityTheft.gov (robodeidentidad.gov in Spanish), a free, one-stop resource people



can use to report and recover from identity theft. Identity theft victims can use the site to create a personal recovery plan, get pre-filled letters and forms to send to credit bureaus and businesses, and create an account to track progress and update their recovery plans. Over 500,000 people have filed complaints via the site.

C38: 18 Practical Cards – 'Guide on Privacy and safety in Internet' (Spain)



The Spanish Data Protection Agency (AEPD) publishes 18 practical cards to make users aware of protecting personal information. These cards are particularly for minors, who are vulnerable. They educate the importance of protecting personal information and offering advice and practical recommendations. This guide also complements itself with six tutorial videos in which it shows how to get access to the configurations of privacy and safety of some of the most popular Internet services.

C39: Minors, Internet and Technology – Growing and Living Together in a Digital World (Catalan, Spain)



MINORS, INTERNET AND TECHNOLOGY

Growing Up and Living Together in a Digital World

Minors, Internet and Technology – Growing and Living Together in a Digital World

The purpose is to raise the awareness with young people the need for responsible use of personal information when using new technologies and internet. We generate debate and involve minors, schools and

Minors, Internet and Technology – Growing and Living Together in a Digital World is a project aimed at raising awareness of young people and their environment about the responsible use of personal information when using the new technologies and internet.



AWARD ENTRIES: EDUCATION AND ADVOCACY (CONTD.)

families in identifying and disseminating common guidelines to grow and live in a world full of technologies which offers many opportunities but also involves challenges and risks.

C40: Necessity Toolkit (EDPS, European Union)



Assessing the necessity of measures that limit the fundamental right to the protection of personal data: A Toolkit (Necessity Toolkit)

The toolkit aims to help the EU legislators to better assess the necessity of new legislative measures which limit the right to data protection and other fundamental rights, such as the right to privacy. It provides a practical step-by-step checklist, exemplifying the criteria for applying the necessity principle.

C41: Video campaign (Ireland)



The DPC launched a video campaign highlighting the rights and responsibilities attached to electronic direct marketing. The video took the form of a promoted campaign, which is a new approach for the DPC, and used gentle humour to engage our audience. The campaign has had marked success, with almost 360,000 views on YouTube over ten days, and close to 2million impressions.

C42: Twitter account (Ireland)

In November 2016, the Irish DPC launched



its first ever Twitter account, as a tool for engaging stakeholders and extending the reach of our message to an even wider audience. Since its launch, the account has gone from strength to strength, with the ICDPPC itself citing it as the fastest growing DPA Twitter account in the world. In almost six months since launch, the account has attracted over 1,500 followers and garnered in excess of 550,000 impressions for our outgoing tweets.

C43: Access Rights and Responsibilities Guide (Ireland)



Access requests account for the greatest number of complaints to the Irish DPC every year, accounting for 56% of all complaints received. We decided that a renewed awareness raising campaign was needed, so that access rights and responsibilities would be highlighted in advance of GDPR. The PDF guide that we published, along with the infographic 'check list' for individuals and organisations has been praised for its clear use of language, and its comprehensible format.

C44: First private sector audit (British Columbia, Canada)

This initiative was the first private sector audit undertaken by the Office of the Information and Privacy Commissioner (OIPC). It followed a complaint to our Office about a medical clinic in the Lower Mainland. Beginning in June 2016, auditors examined the organisation's privacy management program and its use of video

Ireland's video campaign highlights the rights and responsibilities attached to electronic direct marketing.







SHARE THE NEWS

Please share the newsletter with other staff.

AWARD ENTRIES: EDUCATION AND ADVOCACY (CONTD.)



and audio surveillance. The key finding was that the clinic is not authorised to collect personal information through its video and audio surveillance system.

C45: Investigation into mobile device management (British Columbia, Canada)



Our investigation into mobile device management in the BC government was conducted concurrently with an audit by the BC Auditor General. The two reports were presented simultaneously at a joint news conference by Information and Privacy Commissioner Drew McArthur and BC Auditor General Carol Bellringer. The offices worked together to create a guidance

document for the general public, which was successfully promoted on social and news media.

C46: Release of Ashley Madison case findings (Canada)



In August 2016, the Office of the Privacy Commissioner of Canada (OPC) and its Australian counterpart launched the results of a joint investigation into a breach of the computer networks of Avid Life Media, the company behind AshleyMadison.com. The OPC used the opportunity to deliver messages about privacy protection to all businesses. This advice was highlighted in communications materials and broadly picked up in coverage that included almost 800 articles with a reach of more than 128 million.

Investigation into mobile device management focused on smart phones, tablets and other devices that use mobile specific operating systems, and examined whether the management of personal information on those devices met government's responsibilities under FIPPA.

