

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: Office of the Australian Information Commissioner

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):

The Privacy Challenge is an online game designed to raise public awareness of how to protect personal information. It challenges users to “dodge the data dangers” in the digital and real-world environment, from securing their smart phones and social media posts to checking their credit reports and avoiding scams. The game was developed by the Office of the Australian Information Commissioner and launched during Privacy Awareness Week 2019.

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

The Privacy Challenge is an online game designed to raise public awareness of how to protect personal information.

This community e-learning resource challenges users to “dodge the data dangers” in the digital and real-world environment, from securing their smart phones and social media feeds to checking their credit reports and avoiding scams.

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.

The game features three different scenarios that challenge you to make decisions about privacy and personal information: "Take a Holiday", "Get a new phone", and "Thank goodness it's Friday."

It was developed by the Office of the Australian Information Commissioner and launched during Privacy Awareness Week 2019. The resource was promoted by the OAIC and by Privacy Awareness Week supporters through media and social media channels.

As players move through the game, they are given privacy tips and links to resources to help protect their privacy. In one scenario, an avatar gets a new phone and the option to set up a strong password. In another, a character loses their phone and puts their personal information at risk.

Other incidents are workplace-based, such as the example of a doctor's receptionist who allows a patient to come behind her desk to use the keyboard, where they are able to see another patient's information.

The Privacy Challenge also illustrates the potential risks of leaving computer screens unlocked or not checking email addresses before sending personal information. Emails sent to an incorrect address are a common cause of data breaches involving personal information, according to the OAIC's Notifiable Data Breaches 12-month Insights Report.

Players are awarded points for each right choice they make to protect personal information.

Over the past two months, the scenarios in the Privacy Challenge have been launched more than 3,000 times. User feedback from Privacy Awareness Week supporters includes the following comments:

"I loved the privacy challenges. Putting people in everyday situations and making them think about their choices."

"An excellent initiative."

The OAIC will continue to promote the resource to the public, its partners and regulated entities through its owned, earned and paid channels, to promote greater awareness of how to keep personal information safe.

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

Organisations seeking to engage, inform and grow their audiences are increasingly turning to narrative story-telling techniques to cut through in a crowded communications and media environment.

In the Privacy Challenge, Australia's national privacy regulator has taken an innovative approach to engaging the public and other stakeholders to raise awareness of data protection risks. It uses an interactive game format to explore the day-to-day dangers associated with data breaches and give advice on how to avoid them.

Australians are some of the most active social media users in the world, with 18 million people being active social media users. The OAIC has designed the game to promote through social channels and encourage players to share links and report their scores.

This digital initiative is helping the OAIC to connect with its stakeholders, extend its social media reach and make advice about privacy more accessible to a broader audience.

- 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): oaic.gov.au/privacy-challenge/
- 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):