

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: Jersey Office of the Information Commissioner (JOIC)

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):**

Innovation

4. Description of the initiative

- a. Please provide a brief summary of the initiative (no more than 75 words):

We use mobile phone apps for online shopping, banking, social media, theatre tickets and even food delivery... so what better way to provide our customers with easy access to our data protection laws and guidance than to develop our very own. We're excited as at the time of writing this submission we are waiting for our Jersey Office of the Information Commissioner (JOIC) Resource App to be released from the App store.

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

Figures suggest a staggering 400,000 apps are being downloaded every minute of every day. With both our private and business lives being increasingly lived 'online' we believe data protection needs to be

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.

even more accessible to all sectors of society.

We have developed the JOIC Resource App to better engage with the Jersey public and organisations to provide them with the easiest possible experience when accessing resources and guidance about our data protection laws and their relationship with the GDPR. We are proud that the critical function of the App is to facilitate an offline GDPR article reference with a bookmarking facility that allows users to save relevant articles for future use.

Our App details information about the technical elements of our local laws compared with the GDPR. The user has the opportunity to click on the Data Protection (Jersey) Law 2018 articles and schedules then to explore the associated part of the GDPR or the recitals and our guidance, to provide a full data protection experience. The guidance material is held on our dynamic website www.jerseyoic.org.

We believe we are the first regulator to launch a mobile app. Accessible on all hand held and mobile devices, it was developed by a specialist team on a coding programme at Digital Jersey (www.digital.je), our Island's government-backed economic development agency and industry body dedicated to the growth and attraction of Jersey's digital sector on the international stage. It has been refined, tested and improved by our technical support team since its initial design.

Our app was designed to add value to our existing online platform www.jerseyoic.org, improve accessibility and increase customer engagement. We also hope it will improve the overall experience for our customers.

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

We believe we are the first regulator to launch a mobile app to bring data protection into the everyday lives of Islanders and this deserves recognition because;

- The critical function of the App is to facilitate offline GDPR article references with a bookmarking facility that allows users to save relevant articles for future use.
- The App reinforces the message that compliance, privacy and the law is important to everyone.
- It has the capacity to grow, add more content and tools, to develop content to meet user demands and queries.
- It enhances the visibility and accessibility of data protection, privacy and practical support all in a one stop shop resource.
- We plan to continually develop the app creation to meet user demands and queries. Our aim is to create a sibling app to complement the work of our Young Privacy Ambassador Programme.
- Using a familiar platform which is embedded in our everyday lives shows the JOIC as relevant to the digital era, while also demonstrating our commitment to being more visible and accessible.

- 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):
- 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):