



GPA Global Privacy and Data Protection Awards 2021

Entry Form

To submit an entry to the GPA Global Privacy and Data Protection Awards please complete and email this form to secretariat@globalprivacyassembly.org no later than **14 June 2021**.

Note: GPA 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 above.

Languages: The GPA documentation Rule 6.2¹ applies.

1. CONTACT DETAILS FOR THIS ENTRY

Privacy/Data Protection
Authority:

Gibraltar Regulatory Authority ("GRA")

2. ELIGIBILITY

By submitting this entry, I confirm that (*please tick all boxes to confirm*):

- The Authority is a member of the Global Privacy Assembly
- The initiative described in this entry was undertaken since January 2020.
- I am aware that the information in the entry (other than the contact details in 1(a) above) will be publicised by the GPA Secretariat.

3. CATEGORIES

Please indicate which category you wish to enter.

*Please tick **one**; please use a separate form for each category you wish to enter:*

- Education and Public Awareness
- Accountability
- Dispute Resolution and Enforcement
- Innovation
- People's Choice

4. DESCRIPTION OF THE INITIATIVE

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

A layered and multipronged approach to awareness raising

¹ [GPA Rules and Procedures](#), Rule 6.2 'Assembly documents':

Without prejudice to section 4.2, Assembly 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 Assembly documents such as the Assembly Rules and Procedures.

The GRA runs a “Control Your Privacy” campaign (“CYPC”) to raise awareness about data protection law and privacy, adopting a layered approach to target various key target sectors:

1. **Children:** annual presentations and survey by the GRA conducted in schools as well as educational resources for teachers.
2. **General public/parents:** press releases, videos, social media campaign, “day in town” and public survey.

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

The GRA’s awareness raising campaign adopts a **layered and multipronged** approach, combining traditional and modern outreach methods, to target key sectors within the community – principally children and adults².

Key target sector:

1. CHILDREN

Presentations: GRA staff attend schools to deliver presentations on data protection and privacy, followed by a question-and-answer session. It is important to note that ALL Gibraltar school students in three-year groups are involved (ages 11-12, 13-14, and 15-16)³.

Survey: A survey (undertaken annually) is conducted involving students from the three abovementioned age groups as well as students aged 9-10⁴. Annual reports on the surveys are published on the GRA’s website⁵.

Educating educators: The GRA developed educational resources, which teachers can make use of to educate students on privacy and data protection. The lesson plans adopt the International Framework developed and adopted by the GPA.

2. ADULTS

Public events in the city centre: the GRA promotes and periodically⁶ conducts a “Data Protection Day” in town to engage directly with members of the public to generate and promote awareness in data protection.⁷

Cooperation with key stakeholders: The GRA invites other bodies to participate in its initiatives and participates and supports the initiatives of others (for example, other regulatory bodies and organisations are invited to our data protection day in town and these attend to support the event as seen in the images. This includes the Office of the Ombudsman, the Royal Gibraltar Police and the Office of Fair Trading. The GRA also supports and participates in other initiatives such as the Royal Gibraltar Police’s video for safer internet day [click here](#)).

² Awareness raising and guidance is also provided to organisations but this work is considered and undertaken separately, via other means e.g. guidance notes, workshops, etc.

³ The sessions are normally delivered in person to all students. This was not possible this year due to COVID-19 restrictions. To overcome such restrictions, the GRA used lived video feeds to deliver the sessions online.

⁴ This year was the first-time students aged 9-10 were included in the annual survey, following reports of extensive use of technology and social media within this age group.

⁵ <https://www.gra.gi/data-protection/public-awareness>

⁶ The aim is to conduct annual events, subject to the granting of permits and/or other factors such as the weather. For example, in 2020 the event was not possible due to the COVID-19 restrictions.

⁷ <https://www.gra.gi/download/796/PR030914PiazzaDay.pdf>;
https://www.gra.gi/download/861/18_09_15+Data+Proteciton+Day+press+release.pdf;
<https://www.gra.gi/download/953/press-release240117.pdf> and <https://youtu.be/PRfhHh91sAA>;
<https://www.gra.gi/download/1046/Data+Protection+Day+2018.pdf>; and,
<https://www.gra.gi/download/1170/GDPR+Awareness+Day+-+press+release.pdf>

Social media: In keeping with new technologies and behaviour, the GRA operates a social media campaign to engage with the public and disseminate information⁸. E.g., see specific social media campaigns listed in the [GRA's website](#).

Video: Short eye catching videos to raise awareness, promote guidance and topics disseminated via social media⁹.

Survey: In 2020, the GRA carried out a [Data Protection Survey](#) amongst the general public.

Press releases: Press releases are regularly issued in relation to the GRA's activities¹⁰.

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

Key to the initiative is the holistic, **multi layered and multipronged** approach, combining traditional and modern outreach methods, to target key sectors within the community.

Two “key target sectors” are identified in our campaign – children and adults, with different awareness raising methods used for each.

Students

- All students in several age groups are given presentations on data protection and privacy, meaning that all students in Gibraltar, will throughout their school experience be taught about privacy and data protection. The ability to undertake this feat is facilitated by the size of the jurisdiction, but it is still significant, especially as the resources of the GRA are also “small” in comparison to those of other authorities.
- The task is profound given the direct and practical engagement with students, and one which requires careful cooperation and coordination with the schools and the Gibraltar government's Department Of Education.
- Annual student survey to learn about student behaviour and promote engagement.

Adults

- The approach towards adults varies given that there is no setting that obliges parents to learn about data protection and privacy. As a result, a combination of methods are used to capture the interest of as many adults as possible.
- Traditional methods such as a day in town and press releases are used to target those less active online. The day in town also provides a qualitative engagement and symbolic connection with the community.
- Social media and creative content e.g., videos, to capture the attention of social media users.
- Cooperation with stakeholders to promote a collective voice and action.

d. Please include a photograph or image, if you wish (This will be published with your entry on the GPA website. The image can be pasted into the box below, be sent as an attachment or a link may be provided)

see attached

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)

⁸ <https://www.gra.gi/data-protection/public-awareness>

⁹ <https://www.gra.gi/awareness-raising-audio-visuals>

¹⁰ <https://www.gra.gi/data-protection/press-releases>

<https://www.gra.gi/data-protection/public-awareness>
<https://www.gra.gi/awareness-raising-audio-visuals>
<https://www.gra.gi/dataprotection/public-awareness/resources-for-teachers>
<https://www.youtube.com/channel/UCO958LkccAK48VwKvKS5Djg/videos>
<https://www.gra.gi/download/1272/Data+Protection+Survey+2019-20+Report.pdf>

f. Please provide any other relevant links that help explain the initiative or its impact or success (e.g. links to news reports or articles):