



## 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](mailto: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 6.2<sup>1</sup> applies.

#### 1. CONTACT DETAILS FOR THIS ENTRY

Privacy/Data Protection Authority: The Federal Commissioner for Data Protection and Freedom of Information (BfDI)

#### 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*)

<sup>1</sup> [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 BfDI is developing two children's books in order to inform in a child-friendly way children and parents about a variety of topics on data protection. These books are the picture book "This is private!" for children of kindergarten age and the information book "What is data protection?" for pupils from about 6 to 11 years old. Both books are produced with a circulation of 120,000 copies and distributed free of charge.

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

The two books are the prelude to a series intended to provide information on data protection in a child-friendly and also entertaining way with further stories and topics in the area of data protection and freedom of information.

In the books the readers are accompanied by the three main characters/friends: Samuel, Greta and Yonas. In "This is private!" they are kindergarten children, in "What is data protection?" they have grown to become elementary school pupils. Within both books we also get to know the families of the three. For a high recognition factor, there is a series logo and the serial title "The Data Foxes".

In "This is private!" the reader is informed about privacy in a humorous way by example of everyday. The children, but also adults reading the stories to them, can easily place themselves in the constellations depicted. For example, Greta's father is surprised with an avalanche of questions in an unfavourable situation in the bathroom. With a reference to the well-known fairy tale "Little Red Riding Hood" access is further increased. A craft guide for a "privacy sign" for the children's room door, the experience in the book can be transferred into reality and thus develops memory effects beyond the book.

In "What is data protection?" by means of various topics covered, such as *social networks* or *how to protect my data*, data protection problems are explained on elementary school level and solutions are identified. Question boxes and witty illustrations offer variety and stimulate children's imagination. The book can be read as one coherent entity. At the same time, however, its structure also allows to discuss the topics individually, e.g. at school.

The books appear in the so-called "Pixi-Series" of Carlsen Verlag, which is considered one of the most famous and widespread children's book series in Germany for many decades. This alone allows the assumption of a positive and far-reaching reception of the books. By embedding knowledge transfer into exciting stories, the latter and not "learning about data protection" are in the foreground for readers.

The books also will be implemented as barrier-free videos.

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

The project succeeds in sharpening public awareness for data protection in a playfully amusing way with a high level of practical relevance and in fact addresses a wide target group from kindergarten children to grandparents.

Previous recommendations and consultations on data protection relevant topics are usually aimed at school-children since the Internet and digital media are increasingly used from this age on. However, the BfDI believes that it is essential to also put younger children in contact with these topics, because an early on playful familiarisation provides children with better tools to handle future challenges in the field of data protection.

Furthermore, as they are read by adults to their children or as they can be discussed in kindergarden or school, the books even reach an audience beyond the actual target group of children and therefore provide information on data protection for all age groups.

As the children depicted in both books are identical, readers can grow along with the protagonists and develop a higher bond through a recognition effect. The topics conveyed in the books are thus followed over a long period of time, without giving readers the negative feeling that they “actively have to learn”.

**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*)

In the appendix you will find the title images of both books as PDF documents. Furthermore, we have added a double page from “This is private!” and three double pages from “What is data protection?” Since we are currently coordinating the final versions with Carlsen Verlag, there may be small deviations from the final edition.

**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*)

After their finalisation foreseen for mid-August 2021, both books can be ordered free of charge (including shipping) at [www.bfdi.bund.de/pixi](http://www.bfdi.bund.de/pixi).

**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*):

Pixi books have a long tradition, the mini-books have been available for more than 60 years. Millions of children, along with the character Pixi, discover their passion for the medium book. With over 2,000 titles and a total circulation of more than 450 million

copies, Pixi is the most successful book series of all time. Further information can be found at [www.carlsen.de/pixi](http://www.carlsen.de/pixi).

Among other things, as the books are very widely known and because of the simply well explained and wittily illustrated information, we expect a great success in this period marked by data protection.